

Chemist & Druggist

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MAY 17 1975

THE NEWSWEEKLY FOR PHARMACY

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Chemist & Druggist

The newsweekly for pharmacy

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Contents

Comment <input type="checkbox"/> Market views	663
Why Counterbalance will be non-militant	665
Grocers have big lead in hair care market	665
ABPI gives advice on recall procedures	666
Fair Trading chief's concern over medicines advertising	667
Analgesics market static, says research report	667
The Xrayser column: Europe	668
Pharmacy and the EEC—2. The "no" vote case	677
Controlled Drugs handwriting exemptions list	679
Container choice a matter for pharmacists, says Council	680
Exchange rate hits Ciba-Geigy profits	683

Appointments 683	News in Brief 668
Business Briefly 683	On TV Next Week 670
Coming Events 684	People 668
Company News 683	Postscripts 684
Deaths 668	Prescription Specialities 674
Letters 680	Trade News 673
Market News 684	Westminster Report 683
New Products 670	Classified Advertisements 685

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Comment

Market views

When resale price maintenance began to collapse, hair-sprays were among the first products with which the grocery multiples looked for lucrative expansion into other traders' markets. Now, as *Retail Business* reports (p665), it is grocers that supply 43 per cent of the whole hair care market, with Boots having 16 per cent and all other chemists combined a mere 14 per cent.

But those figures are in volume terms, and the value of many chemist-sold products is higher than that of the deep-cut lines retailed by grocers. Also the number of chemist outlets sharing their slice of the "cake" is smaller, making individual turnovers more important—to both chemists and manufacturers.

From the *Retail Business* report, and C&D's own Hair Care Supplement published with this issue, it becomes clear that there are several areas in which chemists have distinct advantages over competitors.

For example, the colourants market is valued at £14m against shampoos £28m—but advertising expenditure is in the ratio £0.7m to £2.5m, which may deter the supermarkets, as may the shelf facings and product knowledge required to sell colourants effectively. It takes nine brands to cover 60 per cent of the shampoo market, with the highest brand share under the 10 per cent mark—which makes holding a wide stock variety and offering the lowest prices at the same time impossible. But sell the customer the colourant, the home perm, the specialist brush, and reasonably competitive pricing should ensure the shampoo and hairspray are not bought from the grocer next door.

Analgesics

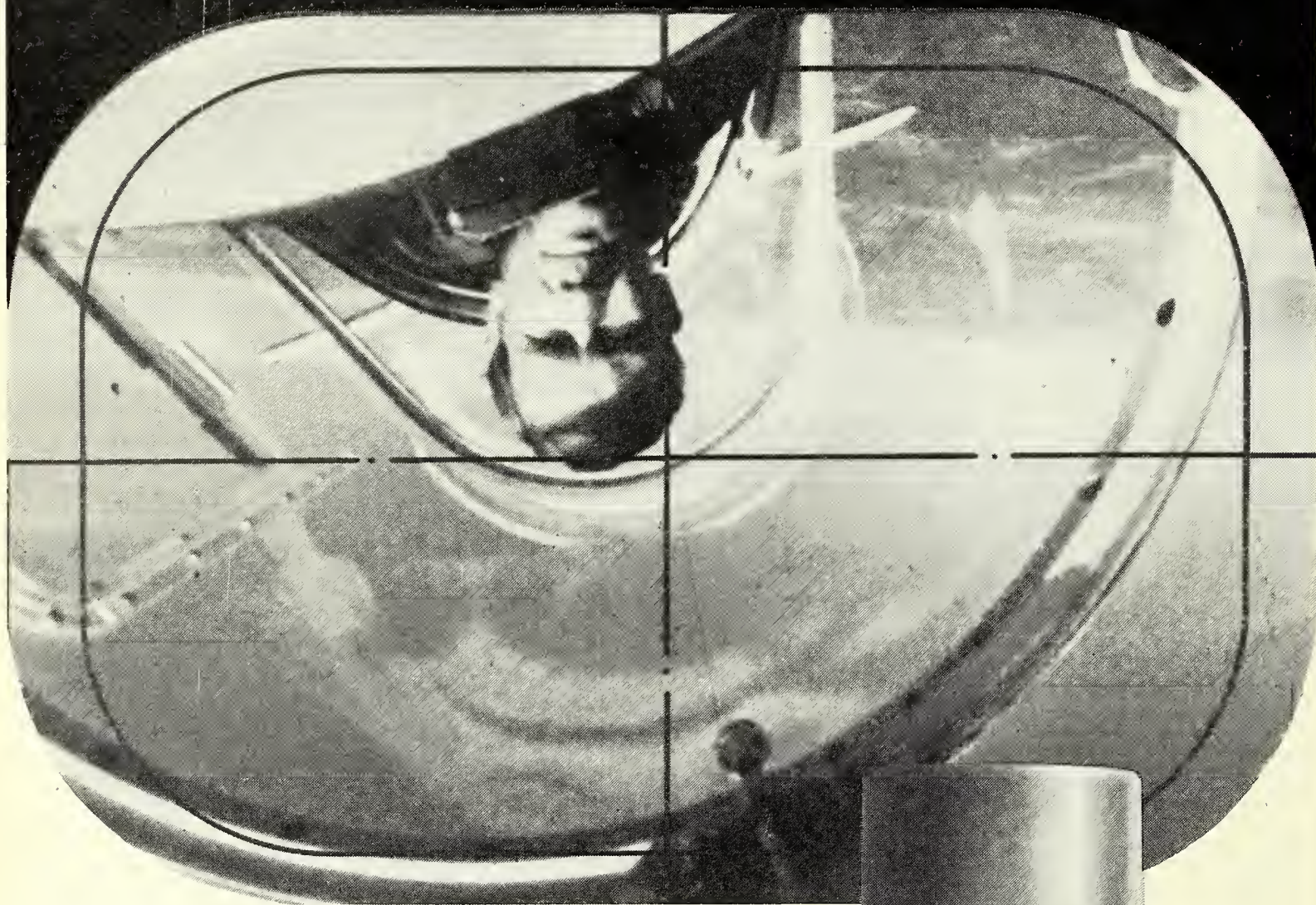
Another market research report just published may well give independent pharmacists greater cause for concern (p667). It deals with over-the-counter analgesics and inquiries among consumers have shown that during the previous month 14 per cent had taken Boots' paracetamol, 6 per cent Boots' aspirin and 2 per cent Boots' codeine. That compares with 12 per cent for Anadin (market leader with Beecham Powders).

When it is considered that Boots pharmacies are only some 10 per cent of the total, the figures suggest that independent chemists are not the source they might be of generic remedies held in the medicine cupboards of most families. The recent *Which?* report that many pharmacies do not offer small packs of standard preparations may be relevant here.

The research organisation, Mintel, also spends some time interpreting its findings and foresees a possibility that legislation changes could favour "chemist distribution and prescriptions or over-the-counter products not backed by advertising." Mintel then adds: "If so, this could be a pity because the kind of investment in advertising and distribution which the major brands have put into this market deserves better rewards if the UK is to continue to be regarded as a country suitable for long term investment opportunities."

The public interest does not come into the calculation, apparently. Hopefully such an opinion was born in the minds of researchers and is not shared by marketing men in the medicines industry.

**Advertising your product at
127m.p.h. upside-down,
could be a little hair raising
if you weren't brand leader.**



Cossack have teamed up with British Aerobatics Champion, Neil Williams, for a spectacular film demonstrating Cossack hair control.

Your customers will be seeing it on their television screens this summer and autumn. They'll be impressed.

So be ready for them.



Why Counterbalance will be non-militant

In the event of the Department of Health failing to recognise, accept and act on the validity of evidence presented by the new chemist contractors association, Counterbalance, the organisation would promote a publicity campaign through Press agencies and national newspapers, backed by letters to all MP's says a new policy document issued this week.

The document, still to be considered by the full committee of management, points out that the strength of the profession lies in pharmacists' personal contact with the public. Counterbalance emphasises its non-militancy because threat of sanctions only alienates the opinion of the public the profession is morally bound to look after. "But by coveting their aid, they as taxpayers can soon be made to realise that unless the Department is prepared to recognise the cost of the extensive service offered to the public by pharmacy—a service they have come to appreciate if only when they are ill or need advice—a service they have paid for in their taxes, their pharmacy could well be one of the next 200 to close in the next 12 months because it is uneconomical."

Misleading statements to be refuted

Among other policies put forward in the new documents are:

□ To speak out publicly on behalf of chemist contractors to protect the image of the profession when uninformed or misleading statements are propagated.

□ To recommend that the total time the pharmacist is legally bound to his practice be fully recognised by the Department and substantially reflected in NHS remuneration.

□ In view of the rate of inflation there is an urgent need to get the Department to reduce the time taken with inquiries, and a desperate need to increase the frequency.

□ To act as a watchdog over actions and decisions taken by the Central Committee since it is evident that many statements and figures are open to misinterpretation and are misleading to many contractors.

□ Counterbalance believes it to be in the best interests of contractors for the committee to only publish figures relating to NHS remuneration, and to point out that the Department takes into consideration that the average contractor can expect a further Y per cent from his retail section. The present system of publishing the notional salary, which includes the retail return anticipated, tends to lull many into a false sense of security. This would also redress the balance in the apparent assumption that an increase in NHS remuneration presupposes an equivalent percentage profit from counter sales.

□ The whole structure of the present system leaves much to be desired, and must be examined in detail by an indepen-

dent leading firm of chartered accountants and their recommendations presented to the Central Committee for action.

"Needless to say these policies can only be achieved by the moral support and financial backing of all chemist contractors, and are of course subject to a national survey of Contractors for their agreement. Specific surveys within each section of general practice pharmacy ie rural, community, town centre, will be developed on a statistical basis later; but first we must develop an acceptable definition of community and get the classification rural redefined."

Chemist's sales increase less than other Co-op goods

The Co-operative movement's total turnover in 1974 was nearly £1,600m, some £220m or 16 per cent more than in 1973.

The May issue of *Retail Business* says that chemists' and photographic goods sales figures are no longer available separately but were probably about £22m, the 11 per cent increase over 1973 being below average compared with other product groups. An increase in 10 per cent is predicted for 1975.

The increase of 16 per cent compares with the 14 per cent rise in turnover recorded by the independents and the all-retailer average figure of 15.6 per cent. Only the multiples did better, with their 17 per cent increase. The breakdown of sales by department for 1973 shows a decline in the pharmacy and optical outlets' share of the total Co-op sales to 1.6 per cent from 2.2 per cent in 1971.

March returns up 17 per cent

Sales by chemists and photographic goods dealers in March increased by 17 per cent compared to the year earlier, and the sales index for all chemists is now 150 (1971=100). This is shown by the Depart-

ment of Industry's statistics which also show that independent chemists' sales advanced nine per cent to a new index of 134, whereas independent retailers generally advanced 17 per cent to an index of 145. Figures for multiple and co-operative society chemists are not given, and the calculations do not include NHS receipts.

The final index of volume of retail sales in March for all businesses is 109.4 (1971=100) showing a fall of about 2½ per cent from February's figure. The Department however points out that the average volume of total trade in the first quarter of 1975 was little different from the level in the fourth quarter of last year.

Annual meeting motion on candidates' problems

Next Wednesday's annual meeting of the Pharmaceutical Society is to discuss problems of canvassing by Council candidates during elections. A motion, to be proposed by Mr R. W. Odd and seconded by Mr K. Mortimer, two employee members of the Joint Boots Pharmacists Association, calls upon the Council to "urgently re-examine the problem incurred in canvassing by or for Council candidates in order to allow, at least, comment by candidates on matters of topical pharmaceutical interest."

In another motion, to be proposed by Dr P. F. L. Boreham, Berks, the Council is to be asked to "consult with and reconsider the position of branches" which would be adversely affected by boundary changes, decisions about which "do not take into account sufficiently" the views of the Society's members.

Day-trippers buy drugs

The increasing numbers of foreign shoppers coming to Dover and Ramsgate on day trips are anxious to buy non-prescription drugs which are much cheaper than abroad, according to an article in the latest *Sunday Telegraph*.

A Dover pharmacist, Mr Andrew Beggs, is quoted as saying his shop was restricting the number of headache "pills" sold to each customer. Mr Beggs told *C&D* that aspirin was one of the most popular buys. The visitors were shopping for six or seven families and wanted up to 1,000 tablets at a time so he was restricting sales in the same way as he would to any customer who wanted such large amounts.

Grocers have big lead in hair care market

Chemists accounted for 30 per cent of 1974 volume sales in the hair care market—but more than half the share (16 per cent of the total) went to Boots, according to the May issue of *Retail Business*, published by the Economist Intelligence Unit. Grocers had an even higher proportion of the market, with grocery multiples taking 23 per cent and independents 20 per cent.

Sector values for 1974 are estimated at (£ millions at RSP): shampoos 28.0, conditioners 5.0, setting agents 5.0, colourants 14.0, hairsprays 27.5. The total is £80m.

Looking to the future, the EIU finds the trend towards herbal shampoos is levelling out, while conditioning shampoos show signs of growth. "The next year will

probably see some major re-launches of existing products as manufacturers try to improve their market shares in a market which is more or less static in volume terms." However, the outlook for hair-sprays and conditioners is seen as "quite bright", with an increase in use of the latter as consumers become more aware of this relatively new type of product. "Double-benefit" conditioning hairsprays and colourants are also expected to show an increase in demand.

The trend to larger sizes is expected to continue, but could be influenced by the economic situation. Manufacturers may "play safe", it is suggested, rather than risk high expenditure on new products.

ABPI gives advice on recall procedures

A code of practice for recall procedures of pharmaceutical products is set out in a booklet for manufacturers, issued by the Association of the British Pharmaceutical Industry.

An ABPI working party has recommended that responsibility for the decision to recall must remain with the company, together with the extent of recall, ie whether it is restricted to trade channels only or extended to patient level. If the former, prior notification of the Department of Health will not be required, but the Medicines Inspectorate should be informed. Return of goods may be facilitated by members of the sales force calling on those supplied or by using the National Association of Pharmaceutical Distributors recall scheme.

An urgent situation, involving potential risk to patients, would need immediate notification of the Department with possible dissemination of information to patients by means of local or national Press, television and radio.

The report recommends that information to purchasers or users should include the name, presentation, strength, pack size and batch/lot numbers of the product involved, mention of the need for immediate embargo on issues of remaining stocks, reasons for recall with indication of the health risk, and methods of recovery and compensation by the manufacturer.

The report recommends the use of a readily identifiable envelope for recall notices sent by post and gives guidance on setting up an efficient system of monitoring the recall. A final recommendation is that all manufacturer's packagings with the possible exception of unit dose packs, eg ampoules, must have the batch identification figures or letters on labels preceded by the words "batch" or "lot" to distinguish them clearly from other numbers which may be included.

The ABPI board of management has asked member firms to adopt the principles in the code.

"Recall of pharmaceutical products, ABPI, 162 Regent Street, London W1R 6DD.

Family planning services in Scotland

Regulations to allow for the NHS family planning service in Scotland have now been published.

The National Health Service (General Medical and Pharmaceutical Services) (Scotland) Amendment Regulation 1975 (HM Stationery Office, SI No 696 (S114), £0.12), which come into force on July 1, provide for contraceptive services to be included in the general medical services provided by general practitioners by

arrangement with Health Boards. They also provide for the supply of contraceptive substances and appliances to be available through chemists by amendment of regulation 27 (terms of service for chemists) of the General Medical and Pharmaceutical Services (Scotland) Regulations 1974. They also provide that a chemist may at any time give notice in writing to a Health Board that he wished to be included in or excluded from the arrangements for the supply of such substances and appliances.

The National Health Service (Charges for Drugs and Appliances) (Scotland) Amendment Regulations 1975 (HM Stationery Office, SI No 695 (S113), 4p) which also come into force on July 1, amend the National Health Service (Charges for Drugs and Appliances) (Scotland) Regulations 1974 so as to provide that there is to be no recovery of charges in respect of contraceptive substances and appliances.

□ A spokesman for the Department of Health told *C&D* it was hoped that Family Practitioner Committees in England and Wales would issue notes on the new service to chemists early next month.

Homoeopathy: progress with Pharmacopoeia

General agreement has been reached on the plan materials, animal products and chemicals to be included in a Homoeopathic Pharmacopoeia.

But there was much discussion on the different national methods of galenic preparation and the need to establish satisfactory tests, when the Scientific Commission of the International Committee of Homoeopathic Pharmacists met during

the recent International Homoeopathic League Congress in Rotterdam. Exchange of information and materials is to be made between pharmacists in France, Germany and the UK with a view primarily to comparing chromatographic tests.

A special relaxation of controls in Germany will mean that simple traditional homoeopathic medicines will be exempt from substantiation of claims by clinical trial.

National Consumer Council members appointed

All the members of the newly-constituted National Consumers Council have now been appointed by Mrs Shirley Williams, Secretary of State for Prices and Consumer Protection. The Council, which is to represent the consumer's voice to central and local government, has its offices at 18 Victoria Park Square, Bethnal Green, London E2 9PF and its chairman is Mr Michael Young. The Scottish Consumer Council will be chaired by Mrs Joan Macintosh and the Welsh Consumer Council by Mrs Beata Lipman, both of whom have been appointed to the National Council.

Booklet on finance for small firms published

"Finance for Profit", a collection of talks given by eleven representatives of banks, financial institutions and other organisations at an exhibition in Nottingham in November, 1974, has been published by the Department of Industry for the small business man. The booklet which is available free from the Department's Small Firms Information Centres, covers talks, for example, on liquidity, factoring, expansion, raising capital, credit and cash flow management.

Script cost tops £1

The estimated average total cost of each prescription dispensed by chemists and appliance contractors in England and Wales was 101.3p in 1974, Dr David Owen, Minister for Health, told the Commons on Tuesday. That compares with 88.2p in 1973 and 82.2p in 1972.

FPA's worried 'pill' users reassured about reports

A series of articles in the *Sun* has resulted in the Family Planning Association being inundated with calls from worried women taking oral contraceptives.

The FPA is advising women not to be alarmed by the over-emphasis which has been given in these articles to fatalities which have been linked with oral contraceptives and says that the "pill" still represents a lower risk of thrombosis than does pregnancy in all women.

Referring to a report in the *British Medical Journal* (last week, p652) which suggests a fivefold increase in the death rate from heart attack in some "pill" users over 40 years of age, the FPA's chief medical officer, Dr Michael Smith has said "It is important to realise that women in this age group face an even higher risk from pregnancy in relation to complications. When prescribing oral contraceptives

FPA doctors would always take known contraindications into account such as overweight, high blood pressure and whether or not the patient smoked, particularly in women over 40 who, in fact, represent a very small proportion of 'pill' users and whose fertility is low. In these cases another method of contraception or the progestogen-only 'pill' would be prescribed."

Dr Smith emphasised that he was not saying that women over 40 should not be given the combined "pill"; only that there was need for urgent consideration of this report so that further guidance could be given. He appealed to women who may be worried by these reports to make an appointment with their family planning clinic or doctor to discuss their fears but not to panic and stop taking the drugs if they are feeling perfectly well.

Concern over medicines advertising

Mr J. Methven, director general of the Office of Fair Trading is "concerned" over advertisements for vitamins, tonics, cosmetics and slimming products—such advertisements were criticised in the Bureau European des Unions de Consommateurs report on advertising in EEC countries earlier this year (*C&D*, February 15, p194).

Mr Methven is reported to have told a recent conference of the National Federation of Publicity Associations that such advertising, because of the nature of the products, was directed at a more vulnerable audience. "Persons buying these products may be elderly; they may be at an impressionable age. They may also be ill or infirm, as in the case of people seeking relief from depression or a cure for arthritis or rheumatism." Speaking more generally, he later added that he would like to see more informative advertisements: "There are many areas that glowing claims could be usefully replaced by information relevant to the product."

A spokesman told *C&D* that such advertisements would probably eventually be looked at by the Office. At present they were pressing ahead with other investigations, and a consultative document on recommended prices and bargain offers is due to be published "within the month." Also proposals on amending the Trade Descriptions Act would be published before the end of the year.

Expenditure to rise 15pc on practitioner services?

Current expenditure on family practitioner services is expected to increase by 15 per cent over the period 1974/75 to 1978/79, according to the Office of Health Economics Information Sheet "The cost of the NHS" published this week.

Overall, current expenditure on all sectors of the health service in that period is expected to increase by 12 per cent in real terms with hospital and community services allocation increasing by a slightly lower rate of 11 per cent. However capital expenditure in all health sectors is expected to decline by 4 per cent in real terms.

The cost of the NHS in 1974 rose to an estimated £3,143m—4.97 per cent of the Gross National Product—second only to the 5.07 per cent in 1972. In 1973, the latest year for which actual figures are available, £3,092m was spent on the NHS, £290m (9.4 per cent) being for pharmaceutical services. Some £2,047m—a record 66.2 per cent—was spent by hospitals.

Mr D. Plum, north Midlands area manager for Westons, receives two holiday tickets to the Canary Islands from Mr J. K. McPhie (right), marketing director, Robinsons & Sons Ltd, one of the first prizes in their recent in-store display promotion. Four Weston's branches were awarded first prizes



Analgesic market static, says report

The market for analgesics has been static in volume terms for many years and is likely to remain so according to a report by the market research organisation Mintel, published by McLaren Publishing Group, Davis House, High Street, Croydon.

The total market, Mintel estimates, was £16-17m at RSP in 1974. However calculations of tablets sold showed only a one per cent increase between 1969 and 1973—not keeping up with the population growth—and there could possibly have been a slight decline in 1974. An important reason for the decline in consumption per head was that there had been no strong influenza epidemic in the past few years, but Mintel also gives the following influences which it claims are acting against OTC analgesics:

- Increasing drug-scare publicity which has made the consumer much more safety conscious and which accounts for increased doctor-consultation; analgesic prescriptions have risen steadily (beyond normal growth) and the indications are that these prescriptions are at the expense of OTC purchases;

- Specific anti-aspirin propaganda which has increased safety-consciousness still further, thus reinforcing the growing trend towards doctor consultation, and possibly even discouraging consumption among some users;

- The rapid rise in the use of tranquilisers which reduce the incidence of "nervous tension", a condition "which has a major influence on the creation of headaches";

- The "huge increase" in usage of the contraceptive "pill" which also tends to ameliorate period pains and thus reduces the need for analgesics.

Chemists have half

Chemists were estimated by the survey to have over half the market. Anadin and Beechams are said to be the overall market leaders with about one-fifth each, and Disprin had risen rapidly over the past few years to be an important contender. Boots, however, could be the major brand in the market—consumer research indicated that in total Boots aspirin, codeine and paracetamol were likely to have a higher sterling share than either Anadin or Beechams.

In chemists, branded products had lost ground over the past few years, with

Aspro suffering particularly badly. Panadol had flourished, Mintel feels, because there is a tendency to buy it OTC subsequent to it being prescribed by a doctor. Consumer research also indicated that once a person had found a remedy for a headache, they tended to stay with it.

Research into the reasons for analgesic use showed that headache represented the largest single usage (just over half) with cold/influenza the second most important. However, among some categories of consumers, eg men, analgesics were taken almost as much for the latter as for a headache. Apart from small usage for period pains and hangover, many respondents claimed to use analgesics for other reasons, particularly people over 65 and in socio-economic group E, with about a third of each class advancing such other reasons. "It seems that analgesics represent for old retired people a multi-purpose remedy for their ailments."

Although Press and TV advertising was high—£2.3m in 1974—it seemed to have remained static over the years and must have declined in real terms. On balance, Mintel believes that sales will remain relatively static in the foreseeable future, the detailed trends depending upon legislation currently being considered, which might favour chemist distribution and prescriptions or OTC products not backed by advertising. "If so, this could be a pity because the kind of investment in advertising and distribution which the major brands have put into this market deserves better rewards if the UK is to continue to be regarded as a country suitable for long term investment opportunities", Mintel adds.

Comment, p663

Strict security reminder

Wirral Family Practitioner Committee have written to all local general practitioners reminding them of the strict security arrangements needed with blank prescription forms.

A pharmacists' suggestion that the forms should carry code numbers so that stolen pads could more easily be traced (*C&D*, March 1, p277) was rejected as not being feasible on a national scale. It was felt that any improvements in prescription security should originate with doctors.

People

Mr Laurie Preston retired from Philips Electrical Ltd last month after 23 years service with the company. During that time he was commercial manager for the Philshave range which was introduced 23 years ago—with one shaver—and under Mr Preston's supervision. The range now consists of seven models and one foil head shaver. Mr R. Packham, currently product manager for beauty care, takes on the responsibility of men's shavers under the new appointment of personal care product manager.

Deaths

Johnson: On May 6, Mr Thomas Theodore Johnson, MPS, 4 Links Place, Elie, Fife. Mr. Johnson qualified in 1920.

McCloskey: Recently, Mr Bernard John McCloskey, Collon Pharmacy, Racecourse Road, Londonderry. Mr McCloskey registered with the Pharmaceutical Society of Northern Ireland in 1950.

News in brief

□ A laboratory to research into the West African Lassa Fever has been opened at the Ministry of Defence Microbiological Research Establishment at Porton Down, Wiltshire.

□ The National Federation of Self Employed last week began a national campaign to draw the public's attention to the plight of the self-employed. Some shops closed so members could take part in demonstrations.

□ Metiamide, a histamine H_2 -receptor antagonist which inhibits human gastric acid secretion, reduced pain and antacid consumption in 15 patients with duodenal ulcer symptoms according to a trial reported in last week's *British Medical Journal*.

□ The following names have been approved by the British Standards Institution technical committee PCC/1—Common names for pesticides, for eventual inclusion in BS 1831: difenzoquat, diflubenzuron (the name difluron announced previously was unacceptable internationally and is now withdrawn), dikegulac, dimethachlor, phoxim-methyl, propetamphos, propyzamide, terbufos, triadimefon.

A copy of the announcement can be obtained from BSI, 2 Park Street, London W1A 2BS, quoting reference 75/51512.

C&D printing, delivery

An industrial dispute in the printing industry may cause some items to appear out of their customary position in the issue; delivery may also be delayed. Advertisers and contributors are asked to treat latest copy times as advanced by 24-hours until the dispute is settled.

Topical reflections

BY XRAYSER

Europe

It will be helpful to have an assessment of the pros and cons of the European Economic Community from the standpoint of pharmacy, and I read the first of your two articles with considerable interest, tinged with a little envy, for the survey of pharmacy on the Continent reveals some of our shortcomings. The choice is not an easy one, for there is considerably more involved than the practice of pharmacy. If we are to regard it as limited to our own narrow self-interest, the farmers, fishermen, steel workers, leaders of industry and people connected with textiles take the same line, then the word "community" is being severely tested. And if, as has appeared from time to time, the nations themselves are prepared to support only what suits them—and there would be little point in supporting what was against the particular interest of one or other of the members—then harmony might be a little difficult to achieve.

Own conclusions

There is also the possibility that while one may feel that pharmacy will be enhanced by the UK's membership, the outlook of the individual pharmacist in his own community may be affected by the effects of the decision on the prosperity or otherwise in which he practises, and his views may be coloured accordingly. Nevertheless, problems of that nature are common to all who go to the polls, and what your contributor has done is to examine differences in the pattern of pharmacy in several of the countries on the continent, leaving us to our own conclusions.

Mr W. A. G. Kneale is clearly the "pro" voice and one has only to read his account of what goes in Belgium, France, Holland, and other countries, to wonder how we have, a mere twenty miles away from what we regard as the Continent, developed along such divergent lines. In Belgium, we are told, a certain amount of what the writer calls "decommercialisation" has taken place—commerce was, I think, not too far advanced to undo—and cosmetics are no longer sold. And today, a new pharmacy may not open without a Royal Warrant given only after consultation with the medical, pharmaceutical and local authorities. In Denmark each pharmacy serves a population of 14,000 and provides very efficient service. In Holland, practically every pharmacist owns a pharmacy. There are no dispensing doctors in France, Italy or Holland.

Example

In Italy, Mr Kneale tells us, medicines are obtained only from pharmacies, which are privately owned, and there is planned distribution which is state-controlled. (I was surprised to learn that in France, after paying for his medicine, the patient claims a refund from the insurance company. I had been under the impression that it was Social Security.) The writer also tells us that every Continental country pharmacy provides a full 24-hour service. It is correct, as I have witnessed, that the pharmacist is a truly independent professional figure and that he has a standing which is respected both by the public and by his colleagues in other professions. Mr Kneale states that he and his colleagues from the NPU have visited most member countries, admired the professional status, the high standard of living and the attractive pharmacies.

And what is to be our contribution to that delectable state of affairs? Mr Kneale says that we have brought new ideas of free competition, company-owned pharmacies, different conceptions of what pharmacies can sell, and shorter and more concentrated university courses. I had hoped that we should be importers rather than exporters. Pharmaceutically, so far as we are concerned, it would be more blessed to receive than to give.

OPENING CLIC-LOC ISN'T CHILD'S PLAY

For once, United Glass presents a closure that is difficult to open... for young children.

Clic-Loc is a very clever cap, with a co-ordinated press-and-turn action which adults find simple, but which baffles a small child. In addition to its built-in safety, turning the cap produces a loud click! (Which warns an attentive parent that medicine or a dangerous household product has fallen into the wrong hands).

Moreover, Clic-Loc seals all liquids, powders or tablets efficiently at a minimal pack on-cost, a small price to pay for a child's safety. It can also be handled by conventional capping machines.

Clic-Loc meets the stringent safety-packaging legislation in the US, legislation that has resulted in a dramatic reduction in accidental poisonings of children under the age of five. (The 30,000 similar cases in the UK every year emphasise the fact that there are many products in the home which need safety closures).

Johnson Wax, The Wellcome Foundation and E. R. Squibb have already put Clic-Loc in its place: on top. If you feel *you* should know more about it, please contact us soon.

Talk to the Top People



New products

Optical

Contact lens solution

A preparing, cleaning and storing solution for hard contact lenses has been introduced by Nu-syte contact lens division, Alcon Laboratories (UK) Ltd, Lensmate (60ml, £1.00) contains polyvinyl alcohol, hydroxypropyl-methylcellulose and preservatives benzalkonium chloride 0.004 per cent and disodium edetate 0.025 per cent (Nu-syte contact lens division, Alcon Laboratories (UK) Ltd, Thorp Arch trading estate, Wetherby, West Yorks LS23 7BJ).

Sundries

First-aid product

Smith & Nephew have introduced Burn Cool Wipes, a first aid product for the treatment of sunburn and minor scalds and burns. Individually packed, the moist tissues are impregnated with "soothing agents" including witch hazel and glycerin, and are applied by stroking the tissue onto the affected area, or to soothe more serious inflammation, the tissue is placed on the surface of the skin.

Burn Cool Wipes are packed in brown and orange cartons containing 10 sachets (£0.21). A display unit is available (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts).

Photographic

Agfacolor CT21

Agfa-Gevaert Ltd have this week introduced their faster colour reversal film Agfacolor CT21. Available as a 35mm, 36 exposure cassette (£2.71, including processing and mounting), the new film has a speed rating of 100ASA (21 Din), with no detriment to grain or definition. It is also claimed that the film retains the accuracy and colour balance of other Agfacolor films whilst widening the scope of photography under exacting lighting conditions (Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex).

Household

Sectovap additions

Secto Co Ltd have extended their range of Sectovap insecticide products by the addition of Bin Gard (£0.30) and Moth Killer (£0.30). Bing Gard, claimed to be the first British long lasting bin insecticide, contains a dichlorvos impregnated ceramic stick in a plastic container which can be affixed to an outdoor bin. It is said to be able to act for up to three months and to kill flies, wasps and cockroaches. Packed in foil, the sachets are supplied in a 10-unit display outer.

Moth Killer, designed for hanging in wardrobes, drawers and linen stores, has



a lavender perfume and is claimed to protect clothes for up to six months and not to leave a lingering odour on clothing. Packed in foil, ten units are supplied in a display outer.

The company has also produced a new pack design and incorporated technical refinements in its Fly Killer Lantern. The new pack is being introduced with a special offer to the customer of a pedal bin air freshener sachet worth £0.12 (Secto Co Ltd, Carlinghurst Road, Blackburn BB2 1PN).

Cosmetics and toiletries

Blo-dry lotion from Wella

Wella Blo-dry lotion designed to be used when blow-drying hair, coats each hair with a micro-thin, moisturising protective film which smooths the hair, reduces friction and allows the user to "coax" her hair into the required shape. The lotion also gives body to hair plus a sleek shine.

As blow-drying is primarily a young market, say Wella, they are supporting the introduction with a whole-page, colour advertising campaign in young magazines such as *OK*, *Petticoat*, *19*, *Look Now*, *Cosmopolitan* and *Living*. They have also produced a leaflet entitled "Blow-drying made easy" available at point of sale or from Annabelle Scott, Wella's hair care advisor.

Wella Blo-dry comes in 38-cc bottles (£0.25) sufficient for up to three applications and are packaged in units of 12 bottles (Wella (Gt. Britain) Ltd, Wella Road, Basingstoke, Hants).

Antiperspirant on test launch

Colgate-Palmolive have introduced an antiperspirant, Soft and Gentle, that "doesn't sting even after shaving." On test in the Yorkshire region, the makers are supporting the product with television advertising, beginning mid-June and lasting for 10 weeks. A further television burst is planned for later in the year.

The spray aerosol comes in two sizes—150g (£0.49), 220g (£0.60)—and for the introductory period there are consumer offers of 12p-off the smaller, and 15p-off the larger sizes, "flashed" on the cans. A range of display material is available (Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN).



Maybelline crayons

Super-shine crayons (£0.35) are the latest to be introduced by Maybelline. They have a creamy consistency which "makes application and blending of colours very easy" and have a shiny gloss. Each crayon, and there are 12 in the range, is wrapped with rings of foil in perforated layers which may be stripped off as the crayon is worn down (Plough (UK) Ltd, Penarth Street, London SE15 1TR).

on TV next week

Ln—London; M—Midland; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Islands.

Ambre Solaire: All areas

Body Mist: All areas

Bristows hairspray: All areas

Close-Up: All areas

Cow & Gate fruit syrups: So

Divi-Dent: So

Great Lash mascara: All except U

Johnson's baby powder: All areas

Lady Grecian 2000: All areas

Mitchum Thayer: Ln, Y, Sc, NE, U, G, CI

Oil of Ulay: All areas

Polaroid Colour Swingers: All areas

Rinstead pastilles: So

Sudden Tan: Y

Tergrin: All except We, G, E, CI

Vapona: All except Sc, G

Put something by for a rainy day

Come rain or shine this summer, your customers will want to look good, feel good, with a natural sun-bronzed appearance. And the one way they can be sure, whatever the weather, is with Tiroler Self Tan Cream.

Tiroler is the best self tan you can offer them

Why? An independent national press testing operation voted Tiroler the best – the most natural colour, non-streaking and longer-lasting.

Tiroler will be pre-tested and wanted by millions

How? With a series of promotions and sampling operations in national women's magazines, like Look Now, Over 21 and Woman's Own.

A combined readership of 7½ million, and hundreds of thousands of sachet samples in circulation.

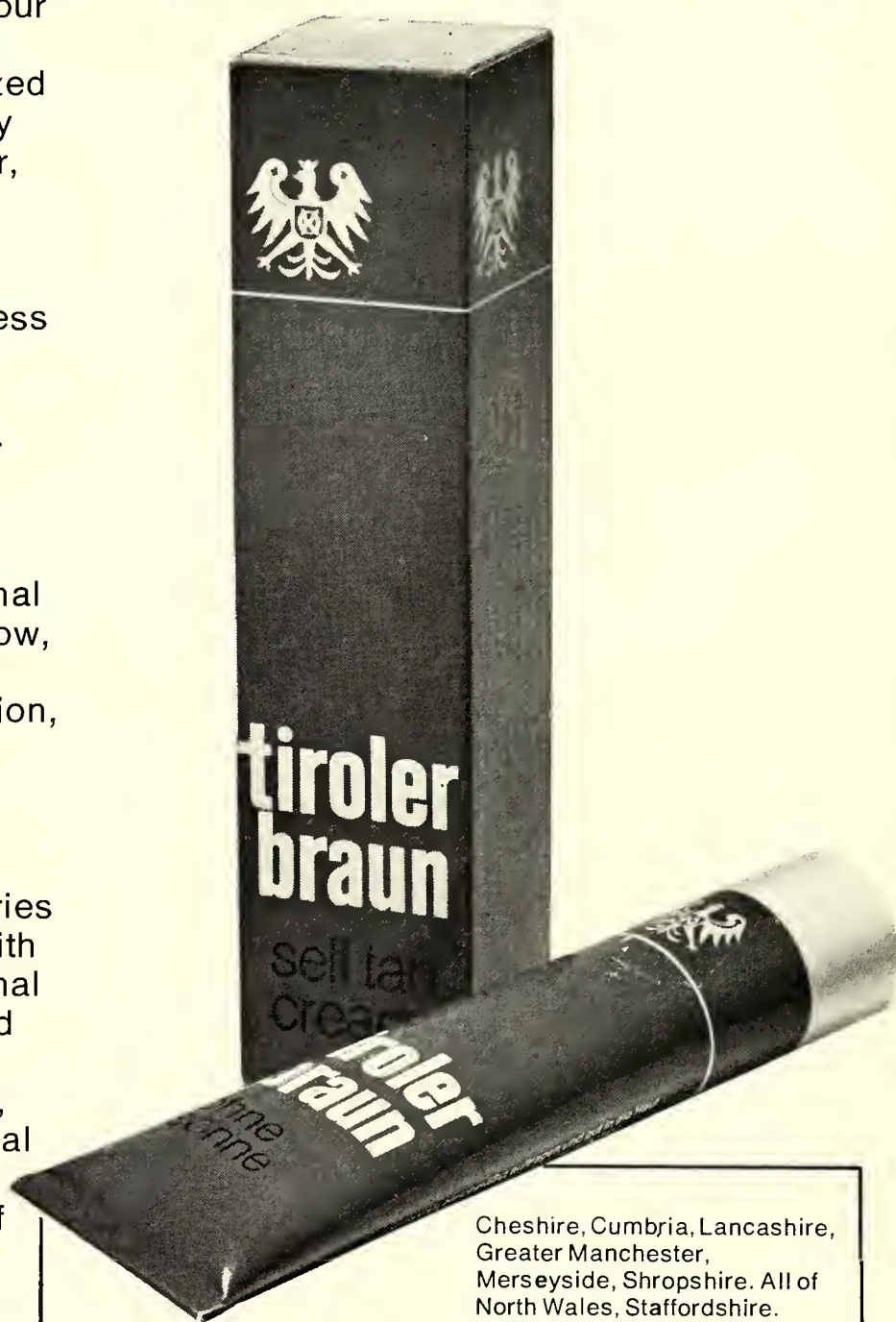
Plus television and radio advertising

The June issue of 'Look Now' carries a sachet sample in every copy, with a prominent front cover promotional plug. This issue has been selected for countrywide promotion and advertising. As well as television, plus spots on all major commercial radio stations, the issue will be promoted heavily in 200 outlets of W. H. Smith.

What to do

Contact your Tiroler distributor. He'll tell you about the special promotional pack, containing 24 x 40g tubes of Tiroler Self Tan Cream for £20 plus VAT per pack, plus free promotional samples and leaflets.

**tiroler
braun**
self tan cream



Tiroler Wholesalers

Kent, Surrey, Sussex.
Spend and Save
62 Seaside Road
Eastbourne, Sussex

Cornwall, Devon, Somerset,
Dorset, Wiltshire, Hampshire,
I.O.W. All of South Wales,
Gloucester.
Trewest Services
17 Saint Peter Street
Tiverton, Devon.
Tel. Tiverton 3850

N. Ireland, Isle of Man.
Macey Sundry Ltd
Prince Regent Road
Castlereagh, Belfast
Tel. Belfast 59213

Cheshire, Cumbria, Lancashire,
Greater Manchester,
Merseyside, Shropshire. All of
North Wales, Staffordshire.

A. C. McWaters
Unit 3, Crook Street, Ribbleson
Lane, Preston, Lancashire
Tel. Preston 56014

Northumberland, Tyne and
Ware, Durham, Cleveland,
North Yorkshire, West Yorkshire,
South Yorkshire, East
Humberside, West Midlands,
Warwickshire.

Bremner-White Ltd
Throckley Industrial Estate
Ponteland Road, Throckley
Newcastle-upon-Tyne
Tel. Newcastle 672311

Scotland
Macey (Wholesale) Sundries Ltd
Shuna Place Maryhill,
Glasgow Tel. Glasgow 945 0660

For other areas, apply direct to:
Natura Products
90 Belsize Lane London NW3
Tel. 01-435 1193

Ayds®

**Our Special Price to you means
Your Special Price to your customers.**



Now you can have your own individual tailor-made Ayds Slimming promotion.



During May, Ayds will be offered to you at a very special price. You decide what the shelf price and margin will be.



A special kit is available for you to display Ayds and feature your offer.



All this comes at exactly the right time for you to cash in on the slimming season. And Ayds have been seen by your customers in the press and on TV.



Your Ayds salesman will give you all the details of the special offer. You can do a great deal in May.

Trade News

Anadin competition

£200-worth of premium bonds are offered in the latest Anadin chemists-only competition. Called "Anadin vital statistics", the competition poses a number of questions on the product's brand share, advertising expenditure, ingredients and fastest-selling packs, and there is a sentence to complete. The most successful entrant wins a £50 premium bond. 75 runners-up will be awarded £2 premium bonds. All entries must be received by International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET by July 31.

Cyclimorph injections available again

Cyclimorph injections are once more available from Calmic medical division, The Wellcome Foundation Ltd, Ravens Lane, Berkhamsted, Herts HP4 2DY. Cyclimorph 10 contains morphine tartrate 10mg, cyclizine tartrate 50mg in each 1ml ampoule (box of 5, £1.20 trade) and Cyclimorph 15 contains morphine tartrate 15mg, cyclizine tartrate 50mg in each 1ml ampoule (5, £1.26). Boxes of ampoules are issued in cases of 12.

Jamaica holiday chance

Retailers have the chance to win a holiday for two in Jamaica by using display material supplied by Polaroid (UK) Ltd, Ashley Road, St. Albans, in a window display competition which runs for the next five months. Each month there is also a consumer competition open to people buying Polaroid sunglasses. The retailer who supplies the sunglasses to the winning entry each month receives a crate of Champagne.

Polaroid are also using national Press advertising and a national television campaign between now and June to promote their sunglasses. Both have the theme "if it doesn't say Polaroid, it isn't really Polaroid".

Bigger sponge, lower price

The Frina range of sponges made by Meyer & Meyer Marketing Ltd, 110 Weston Street, London SE1 3QB have been reduced in price by 25 per cent. Economies have been made possible, say the makers, by new foam formulations, with the result that the size of the sponge has been increased, to give a "bolder, more generous appearance" and at the same time selling at 25 per cent lower prices than previously. The sponges are individually shrinked wrapped, with colourful labels.

'Super savers' promotion

3p coupons redeemable against Kotex Simplicity, Kleenex Maxi-Dri and 2p coupons redeemable against Kleenex for Men and Bright & Beautiful tissues are being featured on packs of Kleenex for Men, Bright & Beautiful and Soft White

tissues in a six-week promotion beginning May 26. Kleenex Pop-up tissues recently introduced by Kimberly-Clark Ltd, Maidstone, Kent, (last week p593) replace Kleenex regular 100s; the regular 150s are still being produced.

Sharper Plus X

A range of improved Plus X films has been introduced by Kodak Ltd, PO box 66, Kodak House, Station Road, Hemel Hempstead, Herts. With prices unchanged, the films are available in 35 mm and 120 formats. The ASA rating remains at 125, but increased apparent sharpness results from finer grain and an antihalation undercoat. Recommended development times are slightly different from the previous films, and a revised instruction sheet is included.

Face Up on 208

Aiming at the younger section of the facial beauty care market, Scott & Bowne Ltd, 50 Upper Brook Street, London W1 are launching an advertising campaign for Face Up on Radio Luxembourg. The campaign features 30-second "situation" commercials which will run three times nightly during May and June and which feature a competition offering 50 free Face Up packs each week over five-weeks.

Television support

A series of 30-second spots on Southern television has been booked by Cow & Gate Ltd, Guildford, Surrey, to support their range of concentrated fruit syrups now being test marketed in the area. Focussing mainly on concentrated orange juice the commercial also names and shows the other varieties, emphasising the main points about the range, and features a baby playing with oranges and drinking the diluted juice.

Car bingo for second year

Kwells car bingo proved to be so popular last year, say the makers, Nicholas Laboratories Ltd, PO box 17, 225 Bath Road, Slough SL14 4AU, that they have reintroduced it this year. Colourful counter displays are available.

Father's Day promotion

In place of the usual counter merchandiser produced by Eylure Ltd, Cwmbran, Mon for Tabac Original for Father's Day, a new shelf merchandiser has been designed with a Father's Day message which can be removed after Father's Day, leaving the message "Tabac Original Makes a Man Smell Great". The display has a trade bonus of two free body talcs.

Increase in costs

Medo-Chemicals Ltd, 144 Fortress Road, London NW5 2JL regret that owing to the increase in costs they will in future not be able to send orders carriage paid below £4.00 to retail pharmacies and below £10.00 to wholesale chemists.

Learning to speak and read

A Family Doctor booklet, "Speaking and reading" (£0.20), introduced this week, gives parents advice on how to teach their children to speak and read. The booklet is available to members from the National Pharmaceutical Union, 321 Chase Road, London N14 6JN, or from Family Doctor Publications, 47 Chalton Street, London NW1 1HT.



Three display units

Three counter display units have been produced by Miracle Dot Ltd, 5 Wendell Road, Shepherds Bush, London W12 9RT for their Miracle Dot silicone eyeglass lens polisher (£0.25). The first is a cash register show box containing 24 pieces; the second is a standing display containing 24 pieces and offers the opportunity for customers to try out the product, and the third is a wire dispenser display containing 48 pieces.

Delrosa buggy offer

The Delrosa baby buggy promotion which began in February has been very successful, say Sterling Health Products, Surbiton, Surrey KT6 4PH. They are now extending the promotion by inserting a leaflet containing details of the offer in the May edition of *Mother* magazine. The offer which runs until the end of July, saves over £3.00 on the cost of a baby buggy.

Name change

Rand Rocket Ltd, Imperial Way, Watford, Herts WD2 4XX upon request from a competitor, have agreed to change the names of two of their hot water bottles from Companion and Dolphin to Majestic and Apex respectively. These are changes in names only and will in no way affect the style, shape, size, quality or price of the bottles.

Family pack introduced

French of London have produced a family pack of three shampoos. The pack contains herb shampoo for normal hair; Bonne Sante medicated shampoo, and olive oil liquid for dry hair. The family pack (£1.35) offers the consumer a saving of 35p on the three bottles.

Campaign size

Bristol-Myers Products are spending £500,000 on the advertising and promotional campaign for Fresh & Dry anti-perspirant-deodorant reported in *C&D's* Personal Hygiene issue (April 26). The figure given to *C&D* was a typing error.

Luma bath compound

Luma bath compound is now available again in a 750-g pack. Supplies are obtainable through wholesalers or direct from Ernest Jackson & Co., Crediton, Devon.

Export company formed

Following the success of Replica eau de toilette range in the UK, a second company, Replica International, 90 Belsize Lane, London NW3, has been set up for export purposes.

Continued on p674

Trade news

Continued from p673

Nobecutane available again

Astra Chemicals, King George's Avenue, Watford WD1 7QR, say that Nobecutane aerosol dressing, recently discontinued by Duncan Flockhart, is now available from their warehouses in Watford and Dublin. Until English-style supplies are ready, there will be temporary packs which should be used in the upright position, not the inverted position of the normal Nobecutane spray. The temporary packs, 80g (£0.80 trade) and 320g (£1.50), are a little smaller than standard Nobecutane packs and will be invoiced at correspondingly lower prices.

Dorbanex larger size

From June 2, Riker Laboratories, PO box 27, 1 Morley Street, Loughborough, Leics LE11 1EP, are replacing the 60ml packs of Dorbanex liquid and Dorbanex Forte by 100ml packs (£0.38 and £0.57 trade, respectively).

Stromba marketing change

Izal Pharmaceuticals, 2 Warrington Place, Dublin 2, are now marketing Stromba (50, £3.20; 200, £11.24 trade), which has been acquired from Winthrop Laboratories. Available through wholesalers only.

Redistribution of sales force

André Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6 6RJ are reorganising their sales force and redistributing their sales territories in the next few months. They plan to add 7-11 new representatives to "create a pattern of strict and regular calls" to chemists throughout the country.

London campaign for Steradent

Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD have launched a new advertising campaign for Steradent. The campaign began with the distribution of Steradent coupons in the London area offering a 4p reduction on Steradent powder or tablets. With the coupon is an offer of a Steradent denture bath for 25p, representing a saving, say the makers, of 25p, and available direct from Reckitt Products. Supporting the coupon distribution will be television advertising in the London area from late June.

This exclusive heat insulated denture bath is kept in blue Tyndal (with white lid) has been specially designed for use with STERADENT.

25p

Day's Steradent keeps dentures as clean as the day the dentist fitted them.

50p

STERADENT

Steradent Coupon worth 4p when you buy your Steradent

TO THE RETAILER
We will redeem this coupon at its face value, provided you have accepted it from your customer in part payment for a purchase of Steradent Tablets or Powder (any size) and not otherwise.

VALID UNTIL SEPTEMBER 30th, 1975
NUNSTON PHARMACEUTICALS, LTD.

worth
4p

Prescription specialities

REDEPTIN injection

Manufacturer Smith, Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY

Description Opalescent white aqueous suspension containing 2mg fluspirilene in 1ml

Indications Schizophrenia

Contraindications Patients who have suffered previous uncontrollable adverse effects with diphenylbutylpiperidine derivatives

Dosage Adults only: initially 2mg weekly by intramuscular injection, increasing by 2mg weekly according to response. Maintenance usually 2 to 8 mg weekly but some may require up to 12mg. Maximum 20mg

Precautions Shake container well before using. 6ml vial should be used on one occasion only. Avoid in pregnancy, especially during first trimester unless essential. Care in known epileptics as attacks may be precipitated. Patients who drive or operate machinery should be warned of the possibility of drowsiness.

Side effects Usually limited to first two days after injection. Extrapyramidal reactions, especially dyskinesia and akathisia but also tremor and salivation, may occur within 6 to 12 hours after injection and usually disappear within 48 hours; can usually be controlled by reduction of dosage or by anticholinergic antiparkinsonism drugs. Other reactions include fatigue, upper gastro-intestinal symptoms, drowsiness, insomnia, restlessness, excitement, anxiety, headache and sweating; occasionally blurred vision, mild hypotension, dizziness, rash and EEG and ECG changes. Effects may become progressively more marked and signs of accumulation can be eliminated by omitting one in four or five weekly injections.

Storage At room temperature, protected from light

Packs Boxes of 10 ampoules: 2mg per ml (£6.50 trade) and 6mg per 3ml (£11.50).

Packs of 5 vials 12mg per 6ml (£10)

Supply restrictions Prescription only

Issued May 1975

Notes Fluspirilene is a major tranquilliser of the diphenylbutylpiperidine group with a mildly alerting action. Detectable blood levels are reached within 4 hours of injection, and the anti-psychotic action usually lasts for about a week, with a range of 5 to 15 days

REM NOS tablets

Manufacturer DDSA Pharmaceuticals Ltd, 310 Old Brompton Road, London SW5

Description White, flat, bevelled edge tablet, 12mm diameter with breakline one side and "DDSA" on other containing nitrazepam 5mg

Indications etc As for nitrazepam

Packs 100 (£0.95, trade) and 500 tablets (£3.80)

Supply restrictions P1, S4B

Issued May 1975

CYLERT tablets

Manufacturer Abbott Laboratories Ltd, Queenborough, Kent

Description Monogrammed, grooved tablets containing pemoline: yellow 18.75mg, orange 37.5mg, tan 75mg

Indications Adjunct in management of minimal brain dysfunction (hyperkinetic behaviour disorder) in children

Contraindications Known hypersensitivity. Not recommended for children under 6 years

Dosage Given as single oral dose each morning. Children, 6 years and over: initially 18.75mg to 37.5mg daily, increasing gradually by 18.75mg daily at weekly intervals until desired response obtained. Mean daily effective dose range 56.25mg to 75mg, maximum 112.5mg. Significant benefit may not be seen for 3-4 weeks

Precautions Delayed hypersensitivity reactions involving the liver have been reported, with mild to moderate increase in transaminase (SGOT and SGPT) levels but no clinical symptoms. Effects appear reversible when drug discontinued. Transaminase levels should be determined periodically to detect such changes. No evidence of drug abuse in main, but caution in patients with psychological potential for drug dependence

Side effects May be seen prior to optimum results. Insomnia. Anorexia with slight weight loss during first few weeks, with return to normal weight curve within 3-6 months. Abdominal discomfort, mild depression, nausea, headache, dizziness and drowsiness reported. Mild effects appearing early in therapy usually disappear. If severe or prolonged, dosage reduction should be considered. Symptoms of tachycardia, increased tension and restlessness have been reported which disappear on reduction of dosage. In a few instances a rapid increase of dosage beyond optimum levels has resulted in hallucinations which disappear with dose reduction

Packs Bottles of 100 tablets: 18.75mg (£2.98 trade), 37.5mg (£5.60) and 75mg (£8.30)

Supply restrictions P1, S4B

Issued June 1, 1975

NYSTAN triple pack

Manufacturer E. R. Squibb and Sons Ltd, Regal House, Twickenham TW1 3QT

Description 28 Nystavescent pessaries; 42 Nystan oral tablets; Nystan gel 30g

Indications Treatment of candidal vaginitis

Method of use Pessaries: Two inserted high into the vagina for 14 consecutive nights, regardless of any intervening menstrual period. **Tablets:** one swallowed 3 times daily for 14 days. **Gel:** Applied to anogenital regions 2-4 times daily for 14 days. Male consort should be treated concurrently with Nystan gel, applied to genital areas 2-4 times daily

Precautions Not recommended in children. Care with applicator in pregnancy to prevent trauma

Side effects Occasionally transient irritation and burning with pessaries

Storage In cool, dry place

Dispensing diluent Not recommended for gel

Packs Pessaries, tablet and gel (£3.75 trade)

Supply restrictions P1, TSA

Issued May 26, 1975

Notes Replaces Nystan twin pack which is to be phased out as stocks are exhausted



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Hungarian Trading Company for Pharmaceutical Products

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Pharmaceuticals
 Pharmaceutical Specialities
 Pharmaceutical Fine Chemicals
 Biologicals for Human and Veterinary Use
 Veterinary Drugs · Feed Supplements
 Instant Teas from Medicinal Plants
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 Medicinal Plants · Essential Oils
 Aperient and Medicinal Waters
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Detailed information available from our Agent:

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budapest

Griptight Soothers

The safest profit you've ever made!



You only have to look at the unique world-patented design of these soothers to know they're something entirely different. We call it nursery safe. They are boilable for hygiene and ultra-strong for safety.

The result of three years specialist research by Lewis Woolf scientists and technicians, they set standards which more than meet all known international regulations aimed at setting new health and safety standards.

Just look at this.

Flexi-Ring Safety Soothers:
Retailer's profit margin excluding VAT: 40%.

So you're on safe ground when you order the new Griptight Soothers.

And we're pleased to announce that due to increased capacity at our new factory you can confidently place your order now for certain delivery.

The Griptight Safety Range—Available in a big choice of bright, colourful packaging.
Flexi-Ring Safety Soother Individual blister packs, 2 dozen on display cards or 3 dozen in display boxes.
Hushmaster All Rubber Safety Soother Individual blister packs or 1 dozen on display cards.

Orthodontic Safety Soother Individual blister packs.
The Griptight Flexi-Ring Rattle Soother in individual header cards or blister packs.

Of course, now that we are clearing the supply backlog Griptight's traditional polystyrene soothers with cherry and olive teats are freely available. The usual excellent discounts apply.

Griptight

Profit with safety.

Don't forget the other fast sellers from Lewis Woolf Griptight: Freflo bottles and teats, Super Sof' down and Sof' down throw-away nappies; and Sof' down tiepans.
Order now from your usual Wholesaler.

Vote 'no' to the EEC

by Stanley Blum MPS

United Kingdom membership of the European Economic Community has to me, like many others, never been a source of either achievement or inspiration.

From the time when France was vigorously opposing our membership, and West Germany was timidly attempting to dissuade France from what appeared to be its perpetual veto to Britain's entry, I felt that we, as a people, were belittling our national heritage and cheapening our principles by grovelling at the feet of European nations most of whom had, some thirty years ago looked up to Britain, some in fear, and some in pride, as a country which stood alone, completely independent, in its fight against dictatorial tyranny.

General de Gaulle, who perhaps owed his very life to this country for harbouring and protecting him from the Nazis in World War two, was our strongest opponent in Britain's early attempts to join the Common Market. West Germany, on the other hand, were less opposed to our entry than our "friends" during the second world war. Furthermore, in my mind there is even less "in common" between the other members of the EEC—Belgium, Italy, Luxembourg, and the Netherlands, Denmark and Eire—and Britain. The majority of these countries were under enemy occupation during the war and so have a different conception of what "independence" means to them. Great Britain has always enjoyed the freedom to make its own decisions and because of this, our people have always exhibited an inbred anxiety about "foreign" interference in Britain's internal affairs—and rightly so! Why then should we vote away Britain's right to independent self-government, when she has fought two major world wars to retain that right?

Powers transferred

On our accession to the Common Market on January 1, 1973, the power to make decisions on a whole range of economic matters was transferred from London to Brussels, where three major bodies hold the power to govern our country on issues of national importance. These bodies are (1) the Commission, (2) the Council of Ministers, and (3) the European Court of Justice. Of these three "governing" bodies, Britain is only democratically represented on *one*, the Council of Ministers. Yet these three bodies have the power to take decisions which can directly affect the laws applied, and the taxes levied in Britain. Furthermore these bodies have the power to *enact* laws which are *directly* binding on Britain and which affect the relations between the British government, private companies and the citizen.

The EEC has the structure to *enforce* these laws. Moreover, there is no proper democratic control over decisions taken by the EEC, even though the other member states are, like Britain, democratic countries. For decisions falling within the responsibility of the EEC institutions themselves, *democracy* as we know it, *does not exist*. Not only does our membership of the EEC require us to submit ourselves to the enactment and enforcement of laws by the EEC legislators, what few people in Britain fail to realise is that Common Market law now takes *precedence* over British law, and that no decision taken by a British court on Community law can now be challenged by Parliament. What a high price to pay for membership of such an unproven "community"!

Trade deficit

Talking of prices, it is interesting to see what our membership is costing both in terms of inflation and rising prices. The result of our first two years membership on our balance of trade has been very serious indeed. *Excluding* oil products our trade deficit with the original six EEC countries grew from £359 million in 1972 to £1,733 millions in 1974! With no other sector of overseas trade did we have any deficit even remotely approaching this huge deficit due to the EEC. Part of this deficit was caused by the big switch in food imports, whereby food imports from Commonwealth countries which used to enter Britain free of duty now come under the common external tariff, while goods from EEC countries on which our import duties were previously charged will enter Britain duty-free. This means, that unless we take the opportunity to get out of the Common Market, our overseas trade will become compulsorily diverted to the EEC at the expense of our trade with other countries, and in particular, the Commonwealth.

The increase in our trade with EEC countries is also the partial result of the compulsory common agricultural policy of the EEC, which fiercely discriminates against the purchase of food from our traditional suppliers by means of the "variable import levy". That means that if any farm product (eg beef) has a world price below that of the EEC, any imported from a third country is charged with a levy amounting to the difference between the world price and the dearer Common Market price. If the world price falls, the levy is then the exact amount of the fall so that beef continues to come in at or above the Market price.

The result of Common Market membership so far means that British housewives are having to pay higher food prices to

help support the EEC's tottering CAP—which was in trouble long before we joined the Market since it encourages over-production in Europe in order to keep their farm-workers in "gainful" employment. A further reason why we should get out now is that as Britain imports a much higher proportion of its foodstuffs than do other EEC countries, it consequently pays a disproportionately large "import levy" to the EEC as a result—this alone does nothing to help prevent further inflation in this country.

Other factors which will accelerate inflation in this country to unrecognisable proportions far beyond the present high levels if we stay in the Market is the fact that Britain faces a heavy net loss on the Community budget with contributions far in excess of expenditure, because we stand to pay *more* than our share of contributions, whilst receiving *less* than a fair share of Community expenditure. It was pointed out by the Foreign Secretary in 1974 that by 1980 we would be paying no less than 24 per cent of the Community budget, whilst accounting for as little as 14 per cent of the combined gross domestic product of the Community. The reason for our massive contributions lies in the heavy reliance on import duties and levies by the EEC, and Britain's reliance on imports for the vast majority of its food requirements. The reason for the lower gross domestic product figure is equally important because it reflects the preponderance of agriculture in the Community budget, whereas UK agriculture accounts for a much smaller proportion of the overall economy than in other member countries (around 3 per cent of the working population here as against 11 per cent in other member countries). The result is that Britain is "paying through the nose" to support the EEC's common agricultural policy, for which the 1974 budget figures suggest agriculture will account for no less than 85 per cent of its spending allocation! The majority of this will no doubt be used to dispose of agriculture *surpluses*! Do we really need the Common Market membership so badly that we are willing to finance their crazy agricultural policies to the ruination of our own economy?

Pharmacy's future

What better, if any, will pharmacy as a profession fare if we stay in the Common Market? Whilst many pharmacists in Britain hoped that upon entry into the EEC British pharmacists would advance in status both generally and relative to other professions to the levels which their EEC counterparts appear to enjoy, there appears to have been no change in this

Continued on p679

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Vote 'no' to the EEC

Continued from p677

direction, due to EEC membership, in the past two years. As European pharmacy has undergone no change since the EEC was founded in 1957, it now appears highly unlikely, barring miracles, that any such changes will occur in British pharmacy as a result of us remaining in such an economically unrewarding alliance.

Indeed, in France in 1962 there were too many trained pharmacists and in order to maintain the social and economic security of the pharmacist within the EEC, it was felt that "timely" action should be taken. Evidently no such timely action has been taken, and the position in France has become worse.

It does then seem that membership of the EEC has not helped France resolve its pharmaceutical manpower problems, and it should be borne in mind that the Treaty of Rome provides for the free movement of goods, persons, services and capital. Draft Directives VI deals with the mutual recognition of diplomas etc, and Draft Directive VIII is concerned with the removal of restrictions and the treating of "migrants" as "nationals" in the retail field, also giving migrants the right to register with statutory and/or voluntary bodies. Such Directives, taken together with the Treaty of Rome and the apparent indifference of the EEC regarding the control by member states of the number of entrants to pharmacy, could result at some future date in a mass migration occurring from those member states where too many pharmacists exist to other EEC countries where more "opportunities" exist.

Quit now

This could be disastrous for the British pharmacist and here again are strong grounds for pharmacists to vote for Britain to quit the Common Market *now*, whilst it still has a chance so to do. Otherwise, pharmacy can only lose out professionally by continued British membership, with the "responsible person" replacing the qualified pharmacist if the proposed FEC directive on drug manufacture is ever implemented. In similar manner there appears to be little prospect of improvement in the professional aspects of pharmacy when the EEC committee on public health sees pharmacists as "no different from other shopkeepers".

I trust that pharmacists will understand now why it is not only in their interests, but is also their duty, both as professionals and as citizens, to vote against Britain remaining in the Common Market on referendum day. By so doing we have nothing to lose, and a great deal to gain. Our commitment to the EEC is only 50 per cent on paper, and less than that in actuality. Our withdrawal from the Market will be no precedent: Norway has already

done so; in place of membership it now has a free-trade agreement with the EEC, as have other Western European countries outside the Community.

Furthermore the EEC exports much more to Britain than they import from us (our annual balance of payments deficit with the EEC is running at £2,000 millions per annum), so it is highly unlikely that withdrawal by Britain will cause any increase in unemployment. In similar manner, Britain will not lose any financial benefits by withdrawal, because it has had none from the EEC—of Britain's huge £5,000 millions borrowing since 1973, not one penny has come from the EEC, nor has membership given Britain added voice or protection, for not once in the last

eighteen months of oil crisis has the European Economic Community spoken with a cohesive voice.

There is absolutely no guarantee how the Common Market will develop, or even if it will survive the years ahead. If Britain stays in, and continues to pay an excessive annual contribution to support the Market's extremely shaky agricultural policy, from which we gain absolutely nothing, then together with the highly inflated Market prices which it must also pay, Britain will soon be in the hands of the liquidator. Professionally, we expose British pharmacists to the danger of mass unemployment in the years ahead, by staying in. Our decision must be to vote "no" on referendum day.

MDA handwriting exemptions

The Home Office has issued a revised list of doctors exempted from the handwriting requirements of Regulation 15(1) (b) of the Misuse of Drugs Regulations 1973, which has the effect that only the signature on a prescription for a Controlled Drug need be handwritten. The new list, which took effect last month, remains in force until December 31, 1975, which is also the expiry date of the current licences to prescribe, administer and supply heroin and cocaine to addicts. The list is as follows:—

M. I. Akhter, All Saints Hospital, Lodge Road, Birmingham B18 5SD; P. Aylett, Westminster Hospital, Psychiatric Department, 53 Vincent Square, London SW1;

H. Dale Beckett, Cane Hill Hospital, Coulsdon, Surrey CR3 3YL; T. H. Bewley, Tooting Bec Hospital, Tooting Bec Road, London SW17 8BL; P. Boyd, Simmons House, St Luke's—Woodside Hospital, Woodside Avenue, London N10 3HU; G. N. Brown, University College Hospital (National Temperance Hospital), Drug Dependence Clinic, 122 Hampstead Road, London NW1 2LT.

N. G. M. Cornes, Drug Dependency Unit, Lambeth Hospital, Brook Drive, London SE11 4TH; E. M. Curry, West Middlesex Hospital, Isleworth, Middlesex.

S. Das Gupta, St Mary's Hospital, Drug Dependency Centre, Woodfield Road, London W9; L. de la Sierra, Simmons House, St Luke's—Woodside Hospital, Woodside Avenue, London N10 3HU; J. Denham, St Clements Hospital, 2a Bow Road, London E3 4LL; G. Dhanani, Westminster Hospital, 53 Vincent Square, London SW1; P. T. d'Orban, Drug Dependence Unit, St George's Hospital, Blackshaw Road, London SW17 0QT.

J. Eden, Drug Dependency Clinic, Lambeth Hospital, Brook Drive, London SE11 4TH; E. G. Fisher, Herbert Hone Clinic, 11 Buckingham Road, Brighton, Sussex.

A. H. Freed, Parkwood House, St Nicholas Hospital, Gosforth, Newcastle upon Tyne NE3 3XT.

M. M. Glatt, University College Hospital (National Temperance Hospital), Drug Dependence Clinic, 122 Hampstead Road, London NW1 2LT; C. A. Guercio, Department of Psychological Medicine, Guy's Hospital, London SE1.

F. P. Haldane, West Middlesex Hospital, Psychiatric Department, Isleworth, Middlesex; F. A. Hennessey, Tooting Bec Hos-

pital, Tooting Bec Road, London SW17 8BL; C. P. Humphries, The London Hospital (St Clement's), Drug Dependency Treatment Centre, 2a Bow Road, London E3 4LL.

N. W. Imlah, All Saints Drug Addiction Unit, All Saints Hospital, Lodge Road, Birmingham B18 5SD.

T. G. Kenny, Drug Dependency Clinic, Charing Cross Hospital, Psychiatric Unit (Annex) 57 Aspenlea Road, London W6.

N. G. Lambert, All Saints Hospital, Lodge Road, Birmingham B18 5SD; M. Lightbody, Herbert Hone Clinic, 11 Buckingham Road, Brighton, Sussex.

J. W. Mack, Addiction Treatment Centre, Hackney Hospital, London E9 6BE; J. L. McClure, Queen Elizabeth II Hospital, Howlands, Welwyn Garden City AL7 4HQ; M. Mitcheson, University College Hospital (National Temperance Hospital), Drug Dependence Clinic, 122 Hampstead Road, London NW1 2LT; A. Model, Queen Elizabeth II Hospital, Howlands, Welwyn Garden City AL7 4HQ; P. Mullin, Drug Clinic, Southern General Hospital, Glasgow G51 4TF.

G. B. Oppenheim, Charing Cross Hospital, Psychiatric Unit (Annex), 57 Aspenlea Road, London W6 8LH; A. B. Osborne, Department of Psychological Medicine, Guy's Hospital, London SE1.

V. R. Pandita-Gunawardena, Psychiatric Unit (Annex), Charing Cross Hospital, 57 Aspenlea Road, London W6 8LH; D. Parr, Herbert Hone Clinic, 11 Buckingham Road, Brighton, Sussex; G. D. Pirrie, Herbert Hone Clinic, 11 Buckingham Road, Brighton, Sussex; S. E. Proctor, Parkwood House, St Nicholas Hospital, Gosforth, Newcastle upon Tyne NE3 3XT.

J. L. Reed, Addiction Treatment Centre, Hackney Hospital, London E9 6BE.

A. C. P. Sims, All Saints Drug Addiction Unit All Saints Hospital, Lodge Road, Birmingham B18 5SD; A. Sittampalam, Charing Cross Hospital, Psychiatric Unit, (Annex), 57 Aspenlea Road, London W6 8LH.

G. S. Tregenza, Drug Dependency Clinic, St George's Hospital, Blackshaw Road, London SW17 0QT.

J. G. Weir, St Mary's Hospital, Drug Dependency Centre, Woodfield Road, London W9; J. H. P. Willis, Department of Psychological Medicine, Guy's Hospital, London SE1.

Professional News

Pharmaceutical Society of Great Britain

Container choice a matter for pharmacists' discretion

The Department of Health is to be told during discussions on child-resistant containers that the choice of container for a dispensed medicine should be a question for the professional discretion of the pharmacist and not for regulations made under the Medicines Act or a requirement in the Drug Tariff.

At its meeting last week, the Society's Council has agreed that the general question of pharmaceutical effectiveness of child-resistant containers, the need for independent quality control of production batches and the need for further consideration of strip packaging as an alternative should also be raised at a meeting with the Department.

It was agreed that a letter should be sent to the Department asking for an opportunity to comment on the report of the proposed working party to consider whether specially trained nurses should be able to prescribe oral contraceptives. The Society's comments would then be available when the Department was considering the views of the Central Health Services Council, the Medicines Commission and the Committee on Safety of Medicines.

The general practice subcommittee felt that the Society should not adopt a policy on the question until the working party's report had been studied.

The Department had asked for the Society's views on which of a series of documents would be most suitable for issue to general practice pharmacists when the International System of Units of metric measurement were introduced into medicine later this year.

Council agreed to suggest that a brief guide to SI units should be sent rather than the detailed one for hospitals, and that the wall-size conversion tables for height and weight be available on request from family practitioner committees.

'Days' treatment' on scripts

A model FP10 form, illustrating the Society's proposal for the placing of the proposed box in which the prescriber could indicate the number of days' treatment required is to be prepared and submitted to the General Medical Services Committee of the British Medical Association for approval prior to an approach to the Department. The Central NHS (Chemist Contractors) Committee has accepted the Society's proposal.

Council agreed to the terms of a reply to the Department on foot-notes in the British National Formulary relating to the quantity or strength of a medicinal preparation to be dispensed in the absence of instructions from the prescriber. Council felt footnotes relating to strength of medicines for internal use were no longer professionally acceptable because of the increased potency of the medicines. The

patient's interests could not be properly served by an "instruction" to the pharmacist to dispense a particular strength in the absence of directions. It was felt that the inclusion of the footnotes as to quantity would cause many practical difficulties for both patient and pharmacist; the Department should be informed that the Society would prefer that that type of footnote did not appear for medicines for internal use.

It was agreed that a suggestion should be made to the Department that regulations under the Medicines Act dealing with details to be included in prescriptions for prescription only medicines should include an additional paragraph indicating that for all POM medicines subject to the "proposed emergency supply" arrangement, the pharmacist could complete the details of the dose, strength and quantity required after satisfying himself of the intention of the prescriber.

The Practice Committee felt pharmacists should know the symptoms of sexually transmitted diseases so they could advise any person who described them to seek treatment at a special clinic.

The total number of establishments approved for preregistration experience is 1331, being Boots 601, Westons 56, other general practice 386, industry 50, hospital 238. With an increase in general practice places which should follow the implementation of direct reimbursement, it was felt there would be sufficient places in 1977.

Branch boundaries

Comments received from the branches concerning the reorganisation of branch boundaries were considered by the Organisation Committee. Certain changes were agreed, with branches comprised as follows: Bury branch—Bury and Rochdale AHAs including Prestwich; Chester branch—Chester and Crewe NHS districts; Warrington—Halton, Macclesfield and Warrington NHS districts; Colchester branch—Braintree, Colchester, Maldon, and Tendering districts; Southend branch—Basildon, Castle Point, Southend-on-Sea, Rochford, Thurrock; new (unnamed) branch—Brentwood, Chelmsford, Epping Forest, Harlow and Uttlesford districts; Lincoln branch—North Lines NHS district, except for part of Grimsby branch; South Lines branch—South Lines NHS district.

The Council decided that no change should be made in the previous decision that one branch should cover Herts AHA. It was agreed that the name of the Southport branch be changed to Sefton.

A document setting out the views of the Society on EEC draft directive II dealing with marketing and manufacturing of proprietary medicines has been agreed. It is to be sent to the Department of Health, the Association of the British Pharmaceutical Industry, the European Pharmacy

Group and the European Industrial Pharmacists Group. In the document the Society maintains its policy that the qualified person responsible for manufacture of medicines should be a pharmacist.

The Ethics Committee considered advertising by the Co-operative Wholesale Society Ltd of competitions organised with Co-operative pharmacies and using restricted titles. It was agreed that a meeting should be arranged with senior officials of the Co-operative movement to explain the Society's view.

It was further agreed that the general question of pharmaceutical effectiveness of child-resistant containers should be raised at the meeting with the Department as well as the need for independent quality control of production batches of child-resistant containers and the need for the Department to consider further the possibility of strip packaging as an alternative to reclosable child-resistant containers.

Mr Darling said he was totally opposed to the use of reclosable containers from the point of view of the interest of the patient. He felt convinced that the most acceptable method was strip packaging.

Letters

Counterbalance: proof of complacency claim?

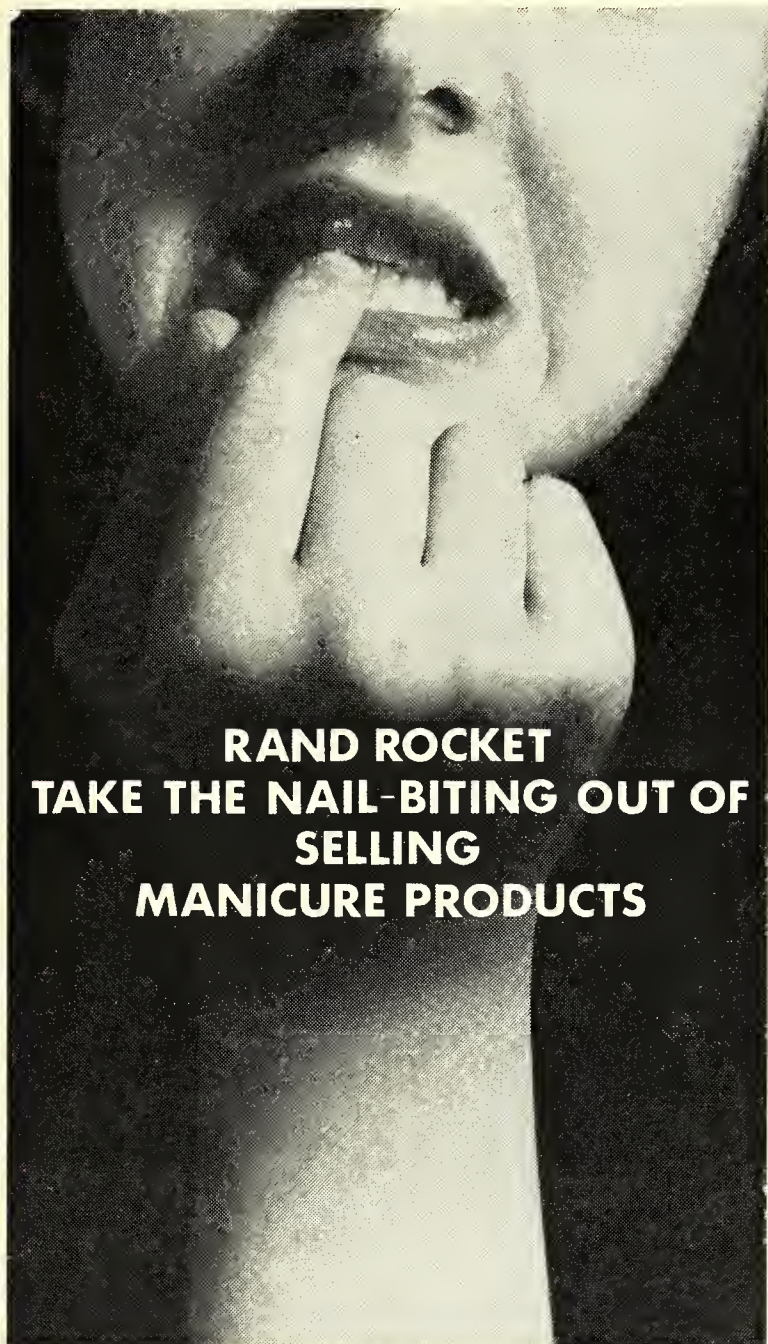
The Association of Chemist Contractors (Counterbalance Ltd) is concerned to find that the complacency which it warned against is already evident. Of greater concern is the fact that it is emanating from unexpected sources and actually appears to be promoted by them. For example, we note that a member of the Central NHS Committee is quoted as saying (*C&D*, May 10, p629): "Considerable improvements in NHS cash flow have just been negotiated."

We must quickly point out that as all chemist contractors realise there has been no actual increase in cash flow this year. In fact, as most of us are aware, tighter control of credit facilities by manufacturers and wholesalers are creating greater liquidity problems now.

Both he and an unnamed ACCC secretary believe that the aims of Counterbalance could well be achieved by the present ACCC's and that the association will have to demonstrate that it can successfully promote a degree of liaison and activity greater than that achieved by the new, one-year-old Area Committees.

Again, we must point out what most chemist contractors recognise that these "new" Area Committees have little difference to the old Local Pharmaceutical Committees beyond their new titles and larger areas served. Most Area Committees will be served by the same pharmacists, previously serving the Local Pharmaceutical Committees. In terms of procedure and local responsibility there is little change. With regard to the Area Committee's collective effect on affairs at a national level, they have little individual effect on the terms of service and remuneration.

Continued on p684



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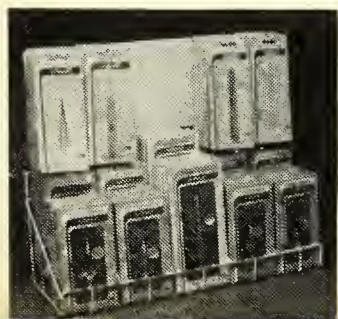
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Rand Rocket

Good grooming
products
-groomed to sell



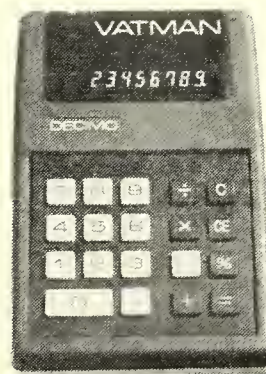
Here is a wealth warning to all calculating chemists

All the chemists who took our advice and got themselves into calculators prior to Christmas and followed the example of the big multiple chemists chains — must be counting their blessings. The boom in calculators continues and the Chemists' Store has become the place where the business man and students buy their calculators.

Calculators are now being sold in thousands through the chemists — not to mention batteries — but be careful they are habit forming — once the head of the house or business has bought his first calculator it can spread through his firm or family and they will want more!

So here is a wealth warning to all Decimo stockists — you are going to get awfully rich!

If you are not selling calculators but are interested, make an appointment to meet the men from Decimo or phone direct.



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Company News

Exchange rate again hits CIBA-Geigy profits

Group sales of CIBA-Geigy AG, Basle, Switzerland in 1974 at SwFr8,150m were up by 15 per cent on 1973 and would have shown a rise of 24 per cent but for the rise in the Swiss franc exchange rate.

However, the currency change together with the sharp increase in raw material costs and the recession in important user industries in the second half of 1974, led to an actual fall in the group's operating profits, it was stated last week. These fell over the year from SwFr567m to SwFr473m, instead of showing an increase of SwFr68m, as would have been the case with unchanged exchange rates.

The downturn in business recorded in the second half of 1974 has continued into this year, it was stated. For the first quarter of 1975, group sales in terms of Swiss Francs were 11 per cent lower than in the corresponding period of last year—despite an actual rise of 7 per cent expressed in local currencies.

The president, Dr Louis von Planta said that in 1974 sales of the Ilford group went up by 8 per cent to SwFr452m (SwFr417m), those of pharmaceuticals by 6 per cent to SwFr2,470m (SwFr2,340m).

Total group sales in the UK rose in local-currency terms by 17 per cent last year to £93m (£80m).

The parent firm has undertaken not to declare any redundancies this year due to the recession but there will be a number of cost-saving measures including a limitation of overtime and a re-occupation of vacancies only in exceptional cases.

Laporte chairman warns of trading recession

Laporte Holdings Ltd made a profit, before tax, of £9.55m in 1974 against £7.33m in 1973. The second-half showed a downturn from the first half when the profit was £4.1m ahead at £7.2m. After allowing for higher tax at £5.6m (£3.6m), extraordinary debits and preference dividends the balance is £3.5m (£3.7m).

Net dividend is 4.95967p—the maximum increase permitted.

The chairman, Mr J. C. Harvey, warns members that the economic recession now faced, and its effects on the chemical industry "may have an influence on the level of future dividend payments."

Revlon's first quarter

Revlon Inc's net sales increased by 17.3 per cent during the first quarter to \$149m and net earnings by 14.8 per cent to \$12.4m compared with the first quarter of 1974. In the UK the sale increase over the first quarter 1974 is higher than any previously recorded, while profit was ahead of that budgeted, states Mr C. J. Scanlan, managing director of Revlon UK.

Bayer forecast lower sales/profits this year

A warning that both turnover and profits would be lower this year than in 1974 was given by the chief executive of Bayer AG in Leverkusen, Professor Herbert Gruenewald, last week. He hoped the fall in turnover would be less than 10 per cent but profits might drop by 15 per cent compared with 1974.

The generally weaker market conditions of the fourth quarter of 1974 continued into the present year, said Professor Gruenewald. World sales were lower by 9.2 per cent in the first three months of this year than for the corresponding 1974 quarter at DM3,320m, the decline for the parent company being one of 14.6 per cent, to DM2,080m in turnover and of 34.1 per cent, to DM69m in after-tax profit. However, results for the year as a whole should be better than those for January-March, with a "certain compensation" anticipated in the fourth quarter.

ICI evidence on management pay

Giving oral and written evidence to the Royal Commission on the Distribution of Wealth last week, Imperial Chemical Industries Ltd said that "While weekly paid members of their staff have, over the five-year period, seen their take-home pay (after tax and in constant £s) increased by up to 25 per cent., senior managers have seen their stationary or declining by up to 15 per cent."

In addition, there were 60 employees of ICI overseas subsidiaries whose after-tax pay exceeded that of an executive director of the board.

Briefly

Potter & Clarke Ltd have moved their offices to The Green, Warlingham, Surrey, CR3 9YS (tel: Upper Warlingham 5233).

Smith & Nephew Associated Companies Ltd: Group pre-tax profit of Smith & Nephew Associated Companies Ltd in the 12 weeks ended March 22 was £2.86m against £2.67m in the corresponding 1974 period, from sales up from £22.81m to £27.51m.

Appointments

Nu-Syte contact lens division, Alcon Laboratories (UK) Ltd, have appointed Mr A. Trotman their technical representative.

Syntex Research Centre: Dr Michael J. Tidd has been appointed director of clinical research at the Syntex Research Centre which is to be established on the campus of the Herriot-Watt University near Edinburgh. He takes up his appointment later this month.

G. B. Kent & Sons Ltd have promoted Mr Leslie Evans to a new position of sales administration manager. Mr Evans has progressed through the company from representative in the home counties area to area manager and then southern divisional manager. He now operates from the company's Old Bond Street headquarters. Mr John Robertson, sales and marketing manager, also announced that Mr Noel Spicer has been promoted southern divisional manager.

Westminster report

Safety closure committee to meet this month

The British Standards Institution Committee concerned with the modified test procedure for child resistant closures is to meet towards the end of this month. This was disclosed in the Commons by Dr David Owen, Minister of State for Health, who told MPs "I will make an announcement as soon as I have been able to consider their view".

In reply to another question, Dr Owen said it was impossible to estimate the capital investment cost to the pharmaceutical industry of implementing the Medicines Commission's recommendations on safety packs.

□ The second reading of Mrs Jill Knight's Safety Packaging for Medicines Bill was again deferred when time for discussion on Private Members Bills ran out last week. Another Bill similarly affected was Mr Phillip Whitehead's Cruelty to Animal 1876 (Amendment) Bill, and both Bills were set down for reading again this Friday.

Changes in Medicines Act appeals procedure?

When asked by Mr Anthony Steen in a written Commons question if the Secretary of State for Social Services had any plans to change the appeal procedure on licences available to manufacturers under Section 27(3) of the Medicines Act, Dr Owen replied that he was considering the matter and was consulting the Council on Tribunals.

Replying to a supplementary question from Mr Steen requesting information on the use of the appeal procedure, Dr Owen stated that three manufacturers had invoked the procedure to obtain a hearing since licensing began in 1971. When the licensing authority had considered the report of the person it had appointed for each hearing, the following was the outcome:

□ A proposal to refuse to renew a licence was implemented;

□ A proposal to vary a licence so as to limit manufacturing to particular products was implemented in a modified form; and

□ A proposal to authorise the manufacture and assembly of a restricted range of products only was implemented.

Subsequently the manufacturer in each case applied for further authorisations. In the first case the application had not yet been fully determined; in the others further authorisations were issued, but in one the licence granted was later suspended on safety grounds. Information about the total number of cases where a manufacturer invoked the procedure for a hearing or written representations and the final outcomes was not immediately available, Dr Owen added.

Market News

Prices unaffected by £

London, May 14: The rapid fall in the value of the £ sterling against the currencies of Britain's major trading countries was scarcely reflected in the prices of those commodities with which this column is concerned. One exception was possibly pepper which ended the week much firmer. There was added interest shown by buyers and if this is maintained the markets for crude drugs and essential oils could soon turn firmer again. Items which have moved in the past week, or since last published, are included in those given below.

Pharmaceutical chemicals

Acetarsol: 50-kg lots £8.35.
Atropine: (per kg in ½-kg lots) Alkaloid £85.00; methonitrate £85.00; methylbromide £83.50; sulphate £68.50.
Benzocaine: BP in 50-kg lots, £4.49 kg.
Bemegride: BPC £16.00 kg.
Bismuth salts: £ per kg.

	under 50-kg	50-kg	250-kg
carbonate	9.18	8.95	8.90
salicylate	7.62	7.45	—
subgallate	8.13	7.90	—
subnitrate	8.33	8.10	8.05

Borax: EP grades, 2-4 ton lots per metric ton, in paper bags delivered — granular £134; crystals £184; powder £148; extra fine powder £155.
Boric acid: EP grades per metric ton in 2-4 ton lots—granular £179; crystals £246; powder £197; extra-fine powder £205; in paper bags, carriage paid.
Brucine: Sulphate £45.00 kg.
Calamine: BP £557.00 per 1,000 kg.
Calcium gluconate: £957 per metric ton.
Calcium lactate: 250 kg lots £412 metric ton.
Chloral hydrate: 50-kg lots £1.00 kg.
Chloroxylenol (PCMX): BPC in 50-kg lots £2.39 kg.
Choline: (500-kg lots) bitartrate £1.99 kg; dihydrogen citrate £1.50.
Cinchocaine hydrochloride: £52.00 kg.
Clioquinol: USP XVIII, 500-kg lots £9.88 kg.
Dapsone: £4.00 to £6.00 per kg.
Dexamethasone: From £3.50 to £3.80 per g.
Fentichlor: Technical grade £2.04 kg.
Ferrous fumarate: £1.25 kg for 50-kg lots.
Ferrous gluconate: £1,395 metric ton delivered.
Ferrous phosphate: In kegs £553.80 metric ton.
Iron ammonium sulphate: 100-kg lots, £0.23½ kg.
Iron and ammonium citrate: Granules £903; scales £990 metric ton.
Iron phosphate: 50-kg lots £553.80 metric ton.
Homatropine: Hydrobromide £56.00 kg; methyl bromide £58.00 kg.
Hydrogen peroxide: 35 per cent £200 metric ton.
Hyoscine hydrobromide: £375.50 kg.
Hyoscyamine: Sulphate £82.00 kg in 100-g lots.
Lignocaine: (25-kg) base £8.27 kg; hydrochloride £7.98.
Opiates (£ per kg) in 1-kg lots. Subject to Misuse of Drugs Regulations:

Codeine	
alkaloid	240.40
hydrochloride	208.90
phosphate	183.40
Diamorphine	
alkaloid	282.90
hydrochloride	258.60
Ethylmorphine	
hydrochloride	234.00
Morphine	
alkaloid	264.70
hydrochloride	216.10
sulphate	216.10

Methyltestosterone: £220-£330 per kg.
Mersalyl: Acid £20.25 per kg.
Mestranol: £120 kg.
Narcotine: Alkaloid and hydrochloride in 25-kg lots £18.20 kg.
Neomycin sulphate: £40.00-£46.00 kg.
Norethynodrel: £190-£230 kg.
Paracetamol: 50-ton contracts from £2.03 per kg. Premium for direct compression £0.13 kg.
Pilocarpine: Hydrochloride £174.50 per kg; nitrate £169.50.
Potassium hydroxide: Pellets BP 1963 in 50-kg

lots, £1.13 kg; sticks £4.10; technical flakes £0.3879.

Potassium phosphate: BPC 1949 in 50-kg lots, granular £1.232 kg; powder £1.0596.
Progesterone: £120-£220 per kg.
Quinine: Minimum prices per kg; hydrochloride £91.50; sulphate £90.00, nominal.
Saccharin: BP in 250-kg lots £2.66 kg; sodium £2.35 both nominal.
Sodium acid phosphate: BP crystals £0.7281 kg for 50-kg.
Sodium benzoate: BP in 500-kg lots £0.4269 kg.
Sodium bicarbonate: BP £39.76 per 1,000 kg minimum 10-metric ton lots delivered UK.
Sodium carbonate: Anhydrous £132 metric ton.
Sodium chloride: In 10-ton lots £10.07 metric ton ex-works.
Sodium citrate: From £496 to £650 per metric ton as to maker. Premium for powder £11.
Sodium fluoride: BP keg in 50-kg lots £1.0723 kg.
Sodium gluconate: £150 per metric ton.
Sodium hydroxide: Pellets BP 1975 in 50-kg lots, £0.74 kg; sticks (BP 1958) £2.76 kg for 50 kg.
Sodium nitrite: BPC 1963 50-kg lots £0.6903 kg.
Sodium perborate: (per 1,000 kg)—monohydrate £340;—tetrahydrate £200.
Sodium percarbonate: £270 per metric ton.
Sodium potassium tartrate: Granular £1,160 metric ton; powder £1,170.
Sodium sulphate: BP crystals per metric ton £72.50; commercial £26.85.
Stilboestrol: BP in 25-kg lots £86.00 kg.

Crude drugs

Balsams: (kg) **Canada:** £18.20 afloat; £18.00, cif. **Copaiba:** BPC £1.80 spot; £1.70, cif. **Peru:** £6.90 spot; £5.60, cif. **Tolu:** £3.40 spot.
Benzoin: BP £63-£66.00 cwt; £58-£63.00, cif.
Camphor: Natural powder, £5.50 kg spot; £4.00, cif; synthetic £0.70, cif.
Cascara: £1.05 kg spot; £1.00, cif.
Cinnamon: (cif) Seychelles bark £340 ton, cif; Ceylon quills 4 O's £0.47 lb.
Cherry bark: Spot £520 metric ton; £510, cif.
Chillies: Zanzibar £630 ton nominal; Uganda £550.
Cochineal: Peruvian silver-grey £13.00 kg spot; Tenerife black £20.00-£21.50.
Colocynth pulp: Nominal.
Dandelion: Nominal.
Hydrastis: £8.50 kg spot; £8.25, cif.
Jalap: Mexican basis 15 per cent £1.60 kg spot; £1.45, cif; whole tubers £1.70 spot.
Lemon peel: £750 metric ton spot; £730, cif.
Liquorice root: Chinese £240 metric ton; £220, cif. Russian £250 nominal spot; £210, cif. (May-June). Block juice £1.50 kg. Spray-dried powder £1.45 kg spot.
Menthol: Brazilian £9.80 kg spot; £9.00, cif. Chinese £11.20; shipment £9.75, cif.
Pepper: (ton) Sarawak black £720 spot; £680, cif; white £940 duty paid; £855, cif.
Witchhazel leaves: Spot £2.00 kg; £1.80, cif.

Essential oils

Camphor white: £1.20 kg spot; £0.80, cif.
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Cinnamon: Ceylon leaf £2.50 kg spot; £2.15, cif. English distilled bark £160 kg.
Citronella: Ceylon £1.35 kg spot; £1.10, cif.
Clove: Madagascar leaf £1.80 kg spot; £1.60, cif.
Geranium: (kg) Bourbon £20.00 spot.
Lemongrass: £3.20 kg, spot; £3.00, cif.
Peppermint: (kg) Arvensis Brazilian £3.80 spot, £3.45, cif. Chinese £4.50, cif. American piperata at £17.00.
Spearmint: Chinese £6.80 kg; American £10.00.
Thyme: Red 65/70% £9.00 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

Coming events

Monday, May 19

East Metropolitan Branch, Pharmaceutical Society, Wanstead Library, London E11, at 8 pm. Annual meeting followed by wine and cheese party.

Mid Glamorgan East Branch, Pharmaceutical Society, Criterion Hotel, Pontypridd, at 8 pm. Annual meeting.

Sheffield Branch, Pharmaceutical Society, club treasure hunt, "Pat's 21st", and buffet dance at Marquis of Granby, Bamford.

Tuesday, May 20

Society of Cosmetic Chemists, Adelphi Suites, Waldorf Hotel, Aldwych, London WC2, at 6.30 pm. Annual meeting.

Thursday, May 22

Tunbridge Wells Branch, Pharmaceutical Society, Postgraduate centre, Tunbridge Wells, at 8 pm. Discussion on the motions to be debated at the branch representatives conference.

Letters

Continued from p680

eration and we still await development. It is in this sphere that the Association aims to assist progress by offering Area Committees continuous liaison, thereby opening the door to national debate on any issue previously confined between individual Area Committee and Central Committee.

R. Idris Hughes
secretary, Association of
Chemist Contractors,
St Albans, Herts

Postscripts

The "flag", the instrument by which the Pharmaceutical Society's Council goes into committee during "public" sessions, prevents reporting of most debates. But last week it remained down on the question of whether Norwich BP Conference organisers should be allowed to run a tombola during Conference week.

Mr J. C. Bloomfield recalled that the matter had come before the Committee at its previous meeting, when it was decided not to approve the request. The request was again made by the Norwich Local Committee on the grounds that certain gifts had been purchased, but in order to make it more acceptable to Council, the local committee said it would be happy if 50 per cent of the proceeds were donated to a pharmaceutical charity. Those attending the Conference had already paid a conference fee, the purpose of which was to be the delegate's contribution to conference costs. The tombola could be taken as an additional demand for that purpose. He suggested that a very clear question of principle was involved. Mrs E. J. M. Leigh supported him.

Mr D. N. Sharpe suggested that Mr Bloomfield's matter of principle was that a tombola might lower the status of the function. It would be held during an informal Norwich evening.

Dr D. H. Maddock said he would have no objection to the tombola if the whole of the proceeds went to charity.

Mr J. P. Kerr suggested that the principle that the Society financed the conference had probably been eroded by requests for contributions from other people in order to establish certain social events. Mr J. E. Balmford supported Mr Kerr. Tombola in his view would add to the fun of the evening, and he could see nothing wrong in it at all. The cost of entertainment at the conference since the original estimates were made had risen.

Professor A. H. Beckett had strong objections in principle to a tombola at the Conference which, he said, was supposed to be professional and scientific. Mr K. W. Youings pointed out that the British Veterinary Association's Congress was a scientific meeting on a par with the BPC, and it held a tombola in aid of its benevolent fund and raised large sums.

Mr J. P. Bannerman, vice-president of the Society, urged Council not to underestimate the intelligence and awareness of the local organising committee.

The recommendation was adopted by 13 votes to 4 votes.

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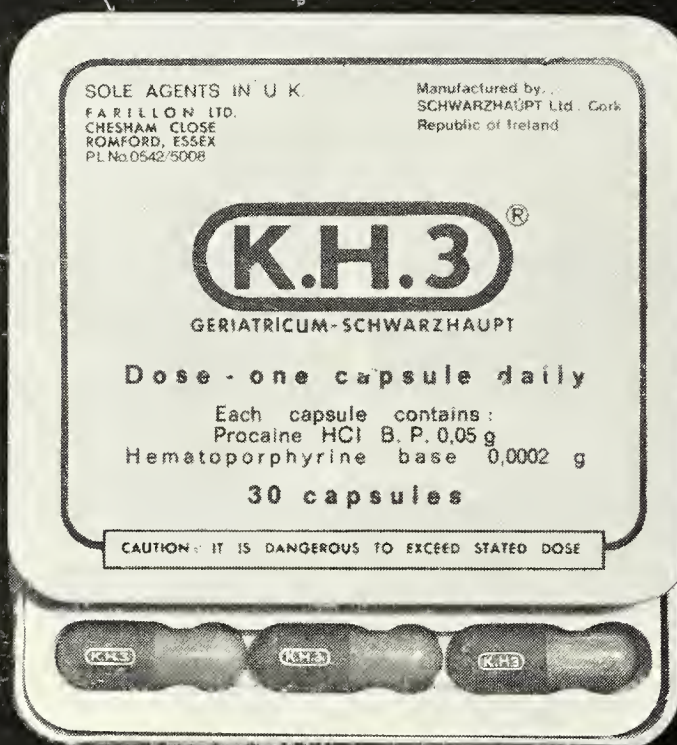
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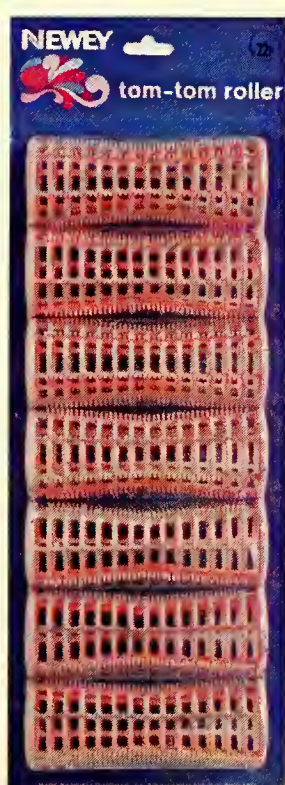
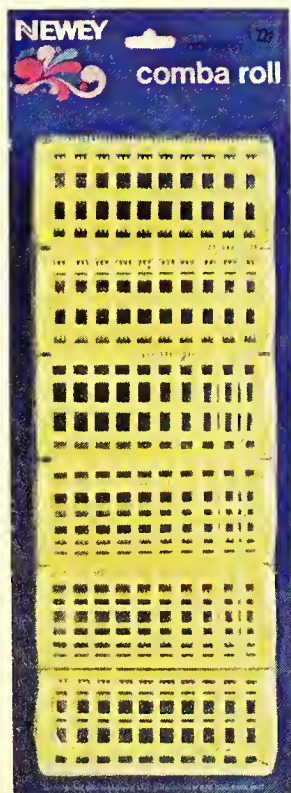
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Hair Care

Shampoo formulation	3
Electrical appliances market	8
Selling hairbrushes	13

Accessories 16, 17; Brushes 13, 16;
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 Hairsprays 5; Home Perms 16; Setting
 lotions 6; Shampoos 4

Modern formulations of hair shampoos

by P. L. Straw, hair products section manager, toiletries research and development, Beecham Products

Shampoos today differ vastly from those of twenty years ago. The modern hair shampoo is required to perform something more than the primary function of cleansing the hair. It has become a cosmetic product which must leave the hair in a healthy, manageable, and natural condition.

Products are available which cater for different types of hair and specific shampoos have emerged for specialised applications. We have treatment shampoos for the control of dandruff, conditioning shampoos, shampoo-in temporary hair colourants, etc, which are presented in a diversity of forms, ranging from creams and lotions to clear liquids and gels.

The ingredients used obviously vary considerably from brand to brand, but inasmuch as generalisation is possible, most formulas might include ingredients which fall into the following categories:

- ☐ Detergent/cleansing agents
- ☐ Foam stabilising/building ingredients
- ☐ Conditioning agents
- ☐ Medicated ingredient/anti-dandruff agents
- ☐ Perfume, pearling agents, colouring agents
- ☐ Preservatives, buffering agents, viscosity modifiers

Cleansing agents

Detergents or cleansing agents form the major part of any shampoo formula. The ideal types are those that effectively remove the hair soil, which includes dirt accumulated from the environment, the natural skin secretions and residues of hair grooming products applied by the consumer.

This function must be performed without removing too much of the natural oil from the scalp or causing any form of stinging or irritation. The detergent must also give a good rich lather which is quickly formed, easily rinsed away and compatible with other ingredients. Earlier products used powder or liquid soaps as primary cleansing agents but these presented problems particularly with hard water due to the formation of lime soap deposits, which spoil the cosmetic

effects by dulling the hair. Soaps have now, for the most part, been superseded by modern synthetic detergents.

Many types of synthetic detergents are available and these can be categorised according to their chemical or ionic nature. The anionic detergents—those in which the active portion of the detergent molecule carries a positive charge—are the most widely used. Other types, non-ionics and amphoteric, find major application in certain specialised products such as baby shampoos.

The anionics give a good lathering effect, even in hard water, are of reasonable cost and leave the hair feeling smooth and soft. Commonly used materials are the alkyl sulphates and the alkyl ether sulphates such as triethanolamine lauryl sulphate and sodium lauryl ether sulphate. A product might typically contain from 15 to 20 per cent of these. They are produced in large quantities from fatty alcohols derived from vegetable oils or petrochemical sources.

Detergent choice

The factors governing the precise choice of detergent type for a particular product are complex. These involve such aspects as cost, the physical form in which the product is sold, the compatibility with other ingredients in the product and, above all, the hair type for which the product is designed to cater. For example, for a greasy hair shampoo emphasis might be placed upon the cleansing strength or detergency power, whereas with a baby shampoo mildness to the scalp would be a major consideration.

The consumer often regards the amount and type of foam produced by a shampoo as a guide to its quality, and although an anionic detergent will produce a good lather, materials are added to improve this. Such additives, described as foam stabilisers, modify the foam by making it richer and longer lasting. These are usually non-ionic type detergent materials which at low levels act synergistically with the anionic detergent to achieve this effect. Many

types of compounds can act as foam stabilisers, but perhaps the most widely used are the fatty acid alkanolamides, such as lauric acid diethanolamide.

Conditioning agents

'Conditioning of the hair' is a widely used phrase in connection with shampoo. It implies to the consumer that the hair is left in a more manageable and cosmetically attractive form. The word "conditioning" has a very subjective interpretation, embracing properties such as texture, shine, body, set retention, feel and ease of combing of the hair.

It is unfortunate that ingredients such as quaternary ammonium compounds—which form part of the active system in after-shampoo conditioning rinse products—cannot, due to chemical incompatibility, be used in combination with anionic detergents, which are so ideal for hair shampoos in other respects. The analogy can be drawn here between fabric washing and fabric conditioning, which involves the use of two separate products; but the analogy should not be taken too far since materials are available which can, and are, used in modern shampoos to give "conditioning" effects during the shampooing process.

Lasting qualities

If they are to achieve a conditioning effect, materials must be deposited onto the hair in very small quantities during shampooing and must not be completely removed in the subsequent rinsing process. Many are fatty materials, such as fatty alcohol compounds or derivatives of lanolin which lubricate the hair shaft, reducing interfrictional forces making combing more easy, improving shine and reducing tangling. Others work by making the hair strands more electrically conductive, thus reducing "fly-away" by neutralising the electrostatic charge on the hair. Yet other materials, some of which are of natural origin, such as hydrolysed protein derivatives, can also provide set retention properties by providing slight hair-dressing effects.

Continued on p4



Demand for 'gentle' shampoos

The shampoo market is among the largest in hair and beauty care—an anticipated £34m. at RSP in 1975. Despite inflation it continues to show volume growth which research shows comes from an increasing hair washing frequency, especially among young women. Elida Gibbs say that with this increase in washing has come greater concern about the potential harmful effects of modern shampoos, and several manufacturers have recently positioned new products to give the reassurance necessary to satisfy the demand for "gentle" shampoos.

Elida's entry capitalises on the long-standing consumer trust in the name Pears. It has been formulated to lather and clean as well as conventional shampoos but still be as mild as a baby shampoo. So effective is it in achieving those criteria that Elida are being permitted to advertise the claim "... almost as gentle as rainwater". They say that it removes little more protein from the hair than does water and that, longterm, hair will be in better condition if it retains more of this natural "body" than if washed in a conventional shampoo. Pears shampoo is being given £1,175,000 support this year, including television, women's Press, two-for-the-price-of-one, sample and coupon drops and trade launch discounts. Elida say that mild shampoos now account for 30 per cent of the market in the United States.

Balance

An alternative approach to the question of mildness is being taken by Alberto-Culver. The formulation of their new Alberto VO5 natural pH balance shampoo is said not to disturb the natural pH balance of hair and scalp—in contrast to shampoos containing too much alkali which can lead to hair damage with frequent use. To emphasise the "natural" qualities of the product the shampoo has been given an apple fragrance and comes in versions for dry, normal and greasy hair described as golden, wild red and green apple respectively. A £350,000 television campaign backs the launch and there are trade bonuses and a buy one—get one free double sachet offer.

Among medicated shampoos, Tegrin is very much a chemists' brand, say Stafford-Miller. It has gone through a phase of steady growth since introduction of the lotion formulation a year ago and its sterling share puts it among the top three medicated shampoos. The makers claim that the top three shares are very close, giving Tegrin a profitability advantage because its sales volume is

Formulation

continued from p3

Medicated shampoos

Medicated shampoos form a large part of the shampoo market. The types available range from those which, with regular use, keep dandruff at bay, to treatment products which have proven efficacy against severe dandruff. These types of products contain materials such as selenium disulphide or zinc-pyrithione which have antimicrobial and antifungal activity. The exact cause of dandruff is not fully understood, but the incidence of certain fungal organisms on the scalp is known to be involved in its aetiology and it is by reducing the incidence of these organisms that such products act.

Safety

Only relatively few of the ingredient types used in hair shampoos have been mentioned. New materials are

continuously being developed and evaluated to improve the performance of products. Much emphasis is placed upon this area of product improvement, but the safety aspect must always be borne in mind. Shampoos are applied to the hair and scalp but accidental contact with the eyes is always possible and rigorous screening of materials for safety in this respect is an essential part of any product development programme.

Trends

No discussion of modern shampoo formulations is complete without some reference to the recent trends towards products of more cosmetic than toiletry image. This trend is well illustrated by the range of sophisticated perfume types used, upon the range of colours and appearances available and upon the range of natural ingredients employed.

The modern shampoo product presents enormous advantages over those of the past. How many consumers would these days resort to the bar of soap when there is no shampoo in the house?

generated on two pack sizes against five or six in other major brands. Stafford-Miller have advertised Tegrin previously on its "medicated efficacy" claims but during 1975 will be screening in almost half the country a new commercial which emphasises the brand's cosmetic benefits in addition. Research has shown that the commercial will expand the current user base and it should, therefore, accelerate the rate of growth.

Wright Layman & Umney report that since Wright's shampoos were relaunched in plastic bottles in 1972, sales have grown satisfactorily in line with the total market, stimulated by consistent Press advertising in leading women's magazines. Market research has shown

that users maintain a degree of brand loyalty unusual in the fickle shampoo market—a direct rub-off from Wright's coal tar soap. It is worthwhile for the retailer to realise that every coal tar soap purchaser is a probable Wright's shampoo user, say the makers. The latest extension to the range is a 250cc size, reflecting the trend towards larger size packs in most markets and the continuing consumer search for better value. Initial sales have exceeded expectations.

Golden Ltd, 18 Bruton Street, London W1, have announced a consumer promotion on Reban shampoo running until June 13. Bottles bearing a blue-and-white flash "5p off RSP" will be available.

Technical features become hairspray selling point

When launching their new Bristow's hairspray two months ago Beecham Toiletries put the women's section of the market at £30 millions at retail price. But their research has shown that there would be many more buyers if the "anti-cosmetic side effects"—making hair stiff, sticky, dull and rough—of some of the existing products were overcome. Bristow's, Beecham predict, will not only attract users from other brands but will win entirely new users to expand the total market on account of its technical properties—described as the first significant breakthrough in hairspray technology for many years.

Advertising, featuring Bristow's advantages over other brands, will be in the form of 45-second commercials on national television and full-page colour advertisements in nine key women's weekly and monthly magazines. The campaign is planned to reach 90 per cent of all UK women. As part of the promotional backing a massive 22-million couponing operation is being run through *Shopping* magazine backed by major women's Press launch advertisements designed to encourage trial. Point-of-sale displays include a three tier floor

unit, pre-packed counter units and shelf-strips, designed to suit every type of outlet.

In the men's hairspray sector Reckitt Toiletry Products report that Cossack is retaining its position of brand leader. Cossack's brand leadership was challenged early last year, but following the extensive television advertising campaign featuring Roger Clark, which commenced mid-1974, sales soared again. Television advertising expenditure on Cossack exceeded that of all its competitors, say Reckitt, and it planned to continue extensive advertising in 1975.

Claiming their *Us* hairspray as the first specifically designed for both men and women, Johnson Wax personal care division say that after ten months in test in the Granada television area the brand has achieved an 8 per cent share of the market and established the very high repeat purchase level of 76 per cent. Positioned as a quality product, *Us* hairspray is formulated for a natural invisible hold selling on a platform that "only your hair knows it's there". Johnson Wax anticipate that the male market is currently poised for most rapid growth.

Less spray, more control

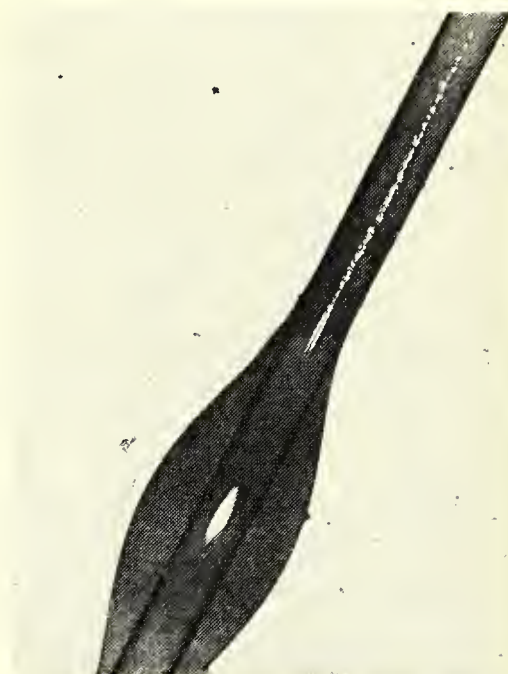


Figure 1



Figure 2

Fig 1: Conventional resins in ordinary hairsprays may settle in bulbous, almost spherical beads spaced out along each hair, which can produce a dull, rough look and stiff, sticky feel. With this bumpy, uneven resin deposit, the price of effective control is an anti-cosmetic effect which can often spoil the natural good looks and feel of even the best-conditioned hair say Beecham. **Fig 2:** By contrast the amphomer in new Bristow's flows evenly along the hair shaft to form a slim, smooth coating which allows the hair to stay smooth and glossy. Amphomer also forms a much stronger hair "bond" than conventional resins so that less is needed to give efficient control. Thus the user can achieve the required degree of control with much less resin actually deposited, allowing the hair to retain more of its own natural flexibility and softness.



Pre-packed counter display units and shelf-strips for the launch of new Bristow's hairspray.

Safe and simple - the message to aspiring colourant users

Colourants are a significant slice of the hair care market—something under £12 millions at retail price according to Poly—and around one in four women use a colourant of one type or another. But last year's figures were distorted, as with so many other markets, by the three-day week in the early months. Some manufacturers (presumably those able to get packaging materials and ingredients!) reported a slight rise in their sales at the time because women were unable to get to the hairdressers and bought home colourants instead. Others found their sales depressed simply because they could not offer stock. But later in the year the manufacturers were again advertising, with a budget higher than in 1973 being spread over a shortened period.

Product introductions

New entries contributed substantially to this expansion. Wella came into home colouring for the first time, backed by a wealth of professional experience. Their Colour Confidence aimed to open up the market to those women who previously "lacked the confidence to change their hair colour." They report a major success, with the product reaching the number two position in some chemists—Wella believe that it is their professional association which has put the message that they "know about hair" across to the consumer. During 1975 they will be seeking increased retail distribution and at the same time directing a "before and after" illustration campaign at the consumer through major weekly and monthly magazines. There will also be a number of nation-wide presentations to consumer groups linked, wherever possible, with the local media to obtain publicity on behalf of local retailers.

Clairol made the other major brand entry with True Blonde and True Brunette, again with the intention of attracting new colourant users and reassuring lapsed users. They, too, report a good launch and believe that as well as carving a niche for itself in the regular users market the brand has succeeded in attracting the new users it sought—in the short term at least. Overall, Clairol had another record year and claim to have increased their market share to 27 per cent, becoming clear leaders. Ex-factory sales were up by a massive 35 per cent and, say Clairol, Nice 'n Easy continued growth to take 40 per cent of the permanent sector and outsell its three largest competitors combined. Advertising of all Clairol brands will continue at a high level this year, including the two new "True" colourants. Total expenditure will be up

60 per cent on last year to around £250,000 and there is to be a step-up in promotional support to build up distribution of the two "Trues".

The results of the recent relaunch of the Poly range have delighted Richard Hudnut. Ron Humphreys, Poly colourants product manager, reports that in January-February the brand's share jumped three percentage points to put it well on the way to the target for the year of a 20 per cent house share. Sales are up 52 per cent on 1974 at the same time—and with the £100,000 relaunch advertising campaign still to take effect.

Beecham Toiletries have made their attack in the temporary colourants sector with the introduction of new Hiltone Toners, a shampoo-in range designed to give colour and brightness to brown hair while cleaning and conditioning at the same time. Beecham say that the highest incidence of temporary colourant use is among the 13 to 34-year-olds and that the main reason for their selection is that they boost morale and allow ease of experiment with different looks without risk of long-lasting unwanted results. The Toners' market potential lies in the fact that a half of UK women have brown hair, while research shows that performance, ease of application, and low cost all combine to encourage experimentation. The launch support for Toners stresses the product's cosmetic image and Press advertising,

with full-page colour spaces is in women's weekly and monthly magazines.

L'Oreal marketing manager, Michael Lane, says it is clear from all the data that there is a vast untapped market of women who would like to colour their hair but for various reasons have not started to do so. His company seeks to reach this market by spending millions of pounds on research annually to provide reliable products—an approach to which women are found to respond, he claims.

Colour restorers

Increased activity has been developing in the field of hair colour restorers recently, with both product introductions and strong advertising.

L. E. Vincent & Partners Ltd have added Lady Formula 16 to their original product, the new version being designed to take account of women's special requirements. Over £100,000 is being spent in promotion, including eight weeks national Press and women's magazine advertising just starting and a planned extension in the autumn. Formula 16 is in *Daily Express*, *Sun*, *News of the World*, *Radio Times* and *Glasgow Sunday Post*. There are separate commercials aimed at men and women on local radio stations in London, Birmingham, Liverpool, Manchester and Sheffield.

Combe International are advertising their new Lady Grecian 2000 hair colour restorer in television commercials specifically aimed at women—the first time the medium has been used in the UK for this type of product, they say. The commercial demonstrates a marked improvement in hair colour over an 18-day period and in test market showed its impact with the target audience in an immediate and large sales response, leaving some chemists out of stock. Compact display units of four bottles are supplied together with crowners and consumer leaflets for point of sale.

Setting lotions: new concepts

Setting lotions are not one of the biggest sellers in hair care, but the market is expanding rapidly and the latest introductions are bringing some new concepts in formulation. Beecham Toiletries, whose Amami is a long-established brand with strong user loyalty, say that there has been a 110 per cent expansion in the past six years. The RSP value stands at £5 million and the current annual rate of increase is 20 per cent. Beecham attribute the growth to the current demand for a "natural" look and the ease and non-permanence of setting lotion styling.

L'Oreal, who have just introduced Twice as Lasting condition set and extra hold set in aerosols, report that only one-in-five women use a branded setting lotion at present. They believe there is room in the market for increased penetration and overall expansion, with aerosols following the general trend to convenience in other toiletry fields. David Ham, product manager, says, "I am sure that the setting lotion market could

become the major growth section of the toiletry market in the 70's. The introduction of Condition Set opens up a whole new horizon."

L'Oreal have chosen to use women's magazines for advertising. Says David Ham, "We wanted to get closer to the consumer; we understood her problems on the lack of information on how to set hair. We believe that in this media we can adopt an authoritative and detailed stance to help her which was not possible on television."

Alberto-Culver have combined setting lotion with two other treatments—creme rinse and conditioner—to provide a "total hair set treatment" in one simple application. After shampooing the hair is towel-dried and the lotion applied and massaged in. The hair is then combed through, set and dried. Three versions are available, for dry, normal or greasy hair. Full colour advertising in women's magazines breaks next month in a £65,000 campaign spread over a four-month introductory period.

WE'RE TELLING YOUR CUSTOMERS FORMULA 16 WON'T CAUSE AN OVERNIGHT SENSATION. WE'RE TELLING YOU IT WILL.

Formula 16 brings back natural looking colour to grey hair, gradually. So there's no embarrassing overnight change.

But while it won't cause an overnight sensation for your customers, it could easily prove to be one for you.

New Lady Formula 16

To start with, we're introducing a brand new product—Lady Formula 16—to complement the original world-leading Formula 16.

New packs

We're repackaging both new Lady Formula 16 and the original Formula 16 in bright, eye-catching, research-proven packs.

£100,000 support

And we're putting £100,000 in promotion behind them. Including the most intensive

advertising campaign ever. To make sure your sales are as sensational as they should be.

13,000,000 men, 15,000,000 women

We've got dominant spaces in the national press, in home interest and women's magazines. Reaching over 15,000,000 women and more than 13,000,000 men.

So, if you're not already stocking Formula 16 and new Lady Formula 16, now's the time to do so.

Just contact your nearest wholesaler or write to us and we'll send you full details.

Then, very shortly, when you spot a mass of grey hair making its way towards your counters, you'll be ready.

L. E. Vincent & Partners Ltd., Kings House, 10 Haymarket, London SW1.



It will cause an overnight sensation.

Sole Distributors Great Britain: E. C. De Witt & Co. Ltd., Seymour Road, London E10. Tel: 01-539 3334.

The market for hair care appliances

by Dick Packham, product manager for beauty care products,
Philips Electrical Ltd

The public spent about £40 million last year on electrical products for beauty care, such as hair care appliances, sun and health lamps, ladyshavers and automatic toothbrushes. The biggest proportion of this money—about 75 per cent—went on driers and curler sets.

Currently about 2.2 million hairdriers are being sold annually in the UK and most of them—some 1.8 million—are hand held models. The trend over the past two or three years has been back to the traditional pistol type drier, because of the fashion for shorter hair, in which the style is achieved by cutting and blow drying. These driers, then, are still the really big sellers, with some 1.3 million sales a year.

There is a relatively small sector of about 200,000 pieces for the slim, compact type designed primarily for travelling, and the balance belongs to the newest and fastest growing sector—that of the styler-drier, the type of appliance that can be fitted with brushes, combs and similar accessories.

Growth area

The first stylers introduced were of low wattage which made them rather ineffective driers. The more recent introduction of a type which first achieved popularity in the United States, are genuine styler-driers and it is in this sector that the greatest growth in the market is anticipated. The woman at home with a pistol hairdrier may be unable to recreate the same style for herself as a skilful hairdresser. The popularity of the styler-hairdriers has developed because the product's attachments make it easier to style one's own hair at home. These are now usually referred to as hairstyling sets.

The domestic salon hood hairdriers, bought mainly by the middle-aged and older woman and used between visits to a professional hairdresser, sold around 350,000 pieces last year. Introduced by Philips in the mid-sixties, sales of this type boomed to a peak in 1973. Sales declined last year, though the level was still significantly higher than in 1972, and it is expected that sales in this sector will stabilise at something between 300,000 and 400,000 pieces yearly. It is still a very interesting market.

Newest in the hood-drier field is the soft or "floating" hairdrier, offering the advantage of mobility. With this the user can make use of the time spent drying the hair by doing household jobs such as ironing or sewing. In Germany the "floating" hood hairdrier achieved 60 per cent of the total hood market within a year, but there are no signs of it becoming as dominant here and I do not expect it to displace the salon type of hood drier in the near future. After all the

vanity case type of hairdrier has been with us for some time and this offers similar advantages.

Although hairdriers are to be found in most homes the professional hairdriers still has an important role because women enjoy going to the hairdresser's and receiving his attention. However the do-it-yourself movement is growing today in hair care as in every other form of activity.

All beauty care electrical products have a high gift element but hairdriers have rated low among them where the traditional type is concerned. However, the new hairstyling sets look more novel and attractive, tend to have better presentation packs and are being bought more as gifts. And men, who are wearing their hair longer, are buying them to present to their wives—and then using them themselves. Incidentally, some companies have in the past introduced hairdriers for men, but these appear to have met with little success. This is one of the reasons that many hairdriers are now made in neutral colours suitable for male or female use rather than in feminine colours like baby blue or pink.

Most of the technical developments in hairdriers have been in design, particularly in appearance and presentation, but recently there has been a move, which started in the USA, towards driers of higher wattage, giving the user the advantage of greater drying speed. This has been particularly marked in pistol models which have traditionally been below 500 watts.

Most American manufacturers are now offering pistol driers with an output of 1,000 watts. So far this has not influenced the British market, but it is beginning to make its mark on the continent. Three

manufacturers showed 1,000 watt pistols at the recent Cologne Fair. At the moment the hairdrier market here is far more conservative than in the USA and possibly than on the continent. Why this should be I cannot say, but since European manufacturers are active in the UK it is inevitable that higher wattage driers will spread to this country before the end of the year. However, surely these will only represent a minor part of the pistol type market.

Other hair care products are led by curler sets where sales grew steadily in the sixties to a peak in 1973. Last year the situation stabilised and in the industry it is now felt that we will not see curler sets showing a great increase in the future. Nevertheless it will continue to be an important market.

But there are other developments on the way. Curling tongs have been with us for some years but in the past have been fairly functional, spartan appliances. There are now several companies producing more sophisticated and fashionable-looking products with better performance, some providing steam at the touch of a button. Tongs are cheaper than rollers, easier to use and offer more flexibility in that one can create more styles.

Trimming and thinning

There is potentially a very big market for trimming and thinning hair at home, as has been shown by the number of non-electric razor combs that have been introduced. These have been rather unsatisfactory, but perhaps we shall see soon an electrical product which will provide the answer to home trimming.

The hair care market is a traditional one but great change is taking place in the type of products available. It is a fashion market, which depends greatly on changes in women's hairstyles. For a manufacturer, success with hair care products depends very much on his flexibility and how quickly he can modify his product range to keep pace with the changing styles.

The Philips philosophy is now based on being represented in each segment

Continued on p13



Advertisement

BONUS OFFERS FROM KENT BRUSHES.

20% OFF TRADE PRICES on **Stimulus** (rubber cushion) and **Twirl** (all-round) Hairbrushes.

This offer is available during MAY-JUNE ONLY.

Send your orders to G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB, or contact your Kent Representative NOW . . .

UNICHEM members may deal through their depot managers or representatives for this special offer.

STIMULUS: This superior rubber cushion hairbrush range, available in small or large sizes, with either pure bristle or mixture (bristle/penetron) fillings. Attractively packed in display cartons, offering a choice of three colours (black and white) including the new "marble effect".

The Stimulus hairbrush, being the latest addition to the Kent range, is proving to be a brand leader due to its *flexibility in suiting all hair textures* and brushing methods. Once used, many people will use no other type of brush.

Retail prices range from £1.62 to £4.65 incl. VAT.

TWIRL: The continuing popularity of these all round blow waving brushes is increasing in demand with the hair fashions of today. The Twirl, being a quality brush, has a filling of the best bristles (or penetron) which will penetrate, control, and pass through the hair effectively, and withstand the high temperatures of blow-dryers. Two sizes (large or small) with a natural wood handle.

Retail prices from £1.60 to £3.95 incl. VAT.

FREE ADVERTISING FOR ALL CHEMISTS !!

Send off for **FREE** give-away leaflets on "How to Buy Kent Hairbrushes" which are packed with advice and illustrations about the correct styles of hairbrushes for *your customers' individual hair needs*.

These leaflets have space available for you to apply your name and address, as the local Kent stockist. Either give them away from the counter, or place them in every hair preparation sale, and mail out to your account customers.

A *proven*, successful way to increase the sales of Kent brushes.

Hairstyles of today demand the new KENT STIMULUS

A beautiful rubber cushion hairbrush with the assurance they're the best money can buy, and a pleasure to use.

Special Features Include:

A real bristle filling

An exclusive notched handle for easier brushing.

Two-Tier tufts for maximum penetration, according to pressure applied.

Available in Two Sizes, handbag or as illustrated.

Black, White, or new marble colour. Penetron, or Bristle mixture filling.

Prices range from £1.62 to £4.65 (Inc. VAT)



KENT of LONDON

The World's Finest Brushes Since 1777

ACTUAL SIZE



The House of Wella.

ALL YOU NEED TO CARE FOR YOUR CUSTOMERS.

Because hair is important to a woman's total image,
Wella products are important to you.

Wella has had nearly 100 years of experience
creating nothing but the finest hair care products.

Top international hairdressers use our professional
range: Koleston, Lifetex Balsam, Accord, Ladyset.

Your customers can be just as sure of the products
they buy to use at home.

Wella. We stand by our products with our reputation.
Because we create, quite simply, the very best hair care
products there are.

SHAMPOOS · CREME RINSES · CONDITIONERS · HAIR SETS · HAIR SPRAYS · COLOURANTS



we know about hair.

IT SOLD IN ITS BILLIONS FOR THOUSANDS OF YEARS.

(WITH THE TINIEST OF PROFIT MARGINS)

WE IMPROVED IT.



For a 6,474 year old design, the comb is still doing pretty well.

It has its limitations, but there has really been no alternative for every day grooming until now.

For now, the Remington Family Hairstyler and the Hot Comb for Men will do all the things an ordinary comb can't.

They can wave, curl, straighten and lift,

they can smooth out early morning tangles, tufts and kinks.

As simple to use as a comb, they can style hair any way at all with the help of hot air.

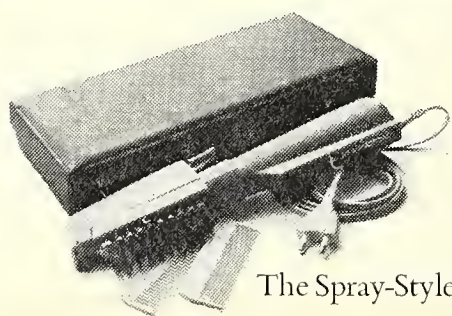
And now we've improved it again.

The latest hairstyler development, the Remington Spray-Styler.

It has a built-in fingertip spray system for even quicker, smoother styling.

THE REMINGTON RANGE OF HAIRSTYLERS.

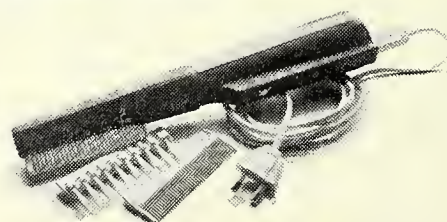
SPERRY ✦ REMINGTON



The Spray-Styler.



The Hot Comb for Men.



The Family Hairstyler.
All BEAB approved.

Electricals

Continued from p8

of the market, so that which ever way trends move in the short term there is at least one suitable Philips product available. In this Philips are unique as most other manufacturers are represented in only one or two areas.

I am not too pessimistic about the effect on the hair care market of the 25 per cent VAT introduced in the recent Budget. Tax increases always tend to hit the large appliances market first; it seems likely that small appliances will be less affected, particularly since the main buying time for hair care products is just before Christmas and by that time the public will have become accustomed to the increased prices.

The new VAT rate has put them up by 15.7 per cent but the market has continued to develop in recent years despite annual price increases of about 30 per cent caused by inflation and the rising cost of materials. So it seems improbable that the Budget will halt the long-term growth of the market.

The electrical hair care market is, then, large and growing. For effective selling, display is important and from the retailer's point of view the space occupied by the products can be a problem. Perhaps this is why chemists are traditionally weak in electrical beauty care, yet Boots sell as many hairdriers as orthodox electrical dealers. There is room for chemists in this market. A few independent retailers do exploit the market and do so successfully. There is opportunity for many more.

Market pioneers

Sperry Remington are continuing their advertising campaign this autumn, using women's magazines and the national Press, to support the three products launched last year: the hot comb for men, the family spray/styler, and the hair styler. They regard themselves as "pioneers" in this market, and their advertising will continue the "educational" theme of last year.

The response to the introduction of these products exceeded their total year sales target within 8 months and when it is considered that total sales of all hair driers decreased in 1974 they feel there is great sales potential in this sector of the market. So much so, that they have formed the Sperry Remington consumer products division to underline the growing diversification of the company—they are no longer known just as makers of electric shavers.

From their own market research they have found that their products are brought primarily as gifts and that is why their advertising is concentrated on the pre-Christmas selling period. This autumn they are launching a new product, the 850 super drier/styler to sell at around £16, and move into the area of hand-held driers. This drier will have styling attachments and will be the "most powerful electric hand held hair drier" on the market.



Brushes: customers' choice

by A. H. L. Cosby, marketing manager, G. B. Kent & Sons Ltd

There are two preliminary questions to be asked of the customer who seeks advice on the choice of a hair brush. The first relates to the texture of her hair—for fine hair a soft brush should be recommended; for medium hair a medium brush, and for thick hair, a stiff brush. The way the customer likes to brush her hair is also important. Straight strokes or a wrist turning action demand different shapes of brush.

The "all-round" style of brush may be used for all types of hair which require a curl or particular style while blow-drying the hair. This type of brush is also necessary if a "flick" or twist-of-the-wrist action is used in brushing. If a wrist-turning action is used continuously with any other brush style the bristles will be worn down at the sides. "Half round" style brushes may be used with a twist-of-the-wrist action for short, shoulder-length or thick, long hair.

"Oval" style brushes suit fine and medium, long textured hair and those customers who do not use a twist-of-the-wrist action.

Stimulus brushes

Rubber-cushion stimulus brushes suit all hair textures and brushing methods because the flexible rubber base increases or decreases the degree of hair penetration according to the amount of pressure applied. Once they have tried

this kind of brush many people will not change to an alternative.

Brush handling

Oval and narrow brushes should be grasped firmly by the handle and applied to the hair with an upward and outward motion without turning the wrist. Holding the brush this way helps preserve it and it will then give many years of service.

The brush filling is important. Natural boar bristle has uneven surfaces with much greater affinity for the hair shaft than nylon synthetics. Hence, bristle is able to clean the hair more effectively—the purpose of brushing. Nylon, having a smooth surface cannot clean the hair and merely pulls through in much the same manner as a comb.

A brush that is well looked after should give years of service. Kent brushes are supplied with cleaning instructions which state that warm soap and water should be used on the bristles only. Loose hair must be picked out by hand or an old brush may be used—not a comb, which might damage the bristles—if the hair is tangled. Finally, the brush should be left to dry near an open window bristle-side down and kept away from artificial heat.

A leaflet setting out the points made above is available for distribution to customers from G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB. The leaflet also tells the customer how to buy Kent shaving brushes.

**From Lady Jayne: Five different ways
to keep things moving this year.**



Breaking new ground is nothing new to Lady Jayne.

It's what made us the most popular name in hair care products.

But this year, we're introducing even more innovations to keep your business moving ahead.

Attracting new customers, more sales. And keeping them.

If you're not a Lady Jayne stockist already, this is the year to start.

Here's what we've got going for you in 1975:

Better value than ever:

Because we make most of our range ourselves, we don't rely on imports. So, we control quality, supplies – and prices.

Our pony tail bands are a good example. The best buy on the market, they're still 6 bands for 15p – the same price as last year.

More new products:

This year, there are two new brushes. Sleek combs. Small and large hair slides, and pony tail bobbles. All aimed at specific market segments. All designed to win more new sales.



Progressive presentation:

The deluxe 21 floor stand's as good as an extra sales assistant. With a 6:1 ratio of selling space to floor space, it revolves to show your customers more of the Lady Jayne range – then they serve themselves.

The first complete 4-colour catalogue:

We're the first to help you with a full-colour comprehensive catalogue. It shows the whole range and takes the headaches out of your stock selection and re-ordering. Just send the coupon for your free copy.



The backing of the brand leader:

Whatever the rest of 1975 brings, we'll naturally be doing our utmost to maintain our place as leaders in the hair care field.

That means helping **you**. In any way we can. So you stay out in front as a Lady Jayne stockist. With the support of the acknowledged brand leader.



Please send me a free copy of the new Lady Jayne colour catalogue.

Name _____

Address _____

Michael Laughton, Laughton & Sons Limited,
Warstock Road, Birmingham B14 4RT.

CD2

**Lady
Jayne**

Laughton & Sons Limited, Warstock Road, Birmingham B14 4RT

Home perms market profits from trend in hair fashions

If there is one area in which economic pressures on the consumer have boosted sales it must be in home perms. According to Richard Hudnut, whose Fashion Style is claimed outright brand leader in unit terms, the market "went through the roof" with a 10 per cent expansion last year. But another factor strongly affecting the market was fashion. The early 1970's saw a vogue for long, straight hairstyles but there has been a terrific swing back to curls with "Gatsby" a leading influence.

Decline halted

Traditionally it has been the middle age groups of women—35-55—who kept the market alive and there had been some concern in the industry because sales were falling off as this group of women, who had always permed their hair, ceased to do so. Now the under-25's have become perm users, giving manufacturers renewed confidence in the future. At present the market value stands at something in excess of £4.3 millions.

The very tight curl "Afro" styles are, however, being described as "a flash in the pan" and fashion Press indications are that smooth crowns and curly ends will be "in" for the rest of the year. A few of the *avant garde* pop singers are setting the trend with exaggerated versions. But according to Elida Gibbs, makers of Pin-up and Twink, the fashion element only affects about 10 per cent of the market in any year, its main influence being to introduce new users to home perming who may thus discover that "it isn't as difficult as they thought".

According to the latest IPC Cosmetics and Toiletries Survey for 1974, chemists were the source of 65 per cent of last purchases of home perms. Boots had 28 per cent but the major 37 per cent share went to other chemists. The reason for chemist predominance is the technical nature of the product—new users in particular seek reassurance and advice from pharmacists and their assistants. This need for confidence in the product is reflected in an unusually high degree of brand loyalty; users will shop around for their favourite brand rather than accept an alternative. And it should not be difficult for chemists to meet the brand-choice demand since four brands hold 85 per cent of the market.

One independent source gives sterling shares of 35 per cent to Richard Hudnut (Style and Roll Quick combined), 30 per cent to Pin-up and 25 per cent to Gillette's Toni and Prom. Hudnut say they achieved a "meteoric" increase in ex-factory sales of 35 per cent in 1974 and this year have a price advantage over the two major competitive brands

which they expect to help consolidate this growth.

Elida Gibbs, on the other hand, were particularly badly hit in 1974 by shortages of almost all the components of their brands, from containers to ingredient raw materials. They say they are only now seeing the improved supply position reflected in brand share reports, since they had to regain trade support and shelf facings. During May and June their brands will be on trade bonus for the first time since supply difficulties first hit nearly two years ago. Elida also claim to be one of the few (if not the only) home perm manufacturers to be advertising to the consumer at present. Pin-up and Twink will be the subject of Press advertising throughout the summer. A pre-Christmas effort to attract new users was made through a campaign in the "young" magazines; its trendy "make a few waves tonight" theme had a high impact and the offer of a styling leaflet brought an "amazing response" say the company.

Year-round sales

But while Christmas is an important peak for home perm sales, volume expands from pre-Easter throughout the summer as "pre-holiday" perms are purchased. Really, it is a year-round market—and one on which chemists have a strong hold they seem well able to retain by intelligent stock-holding and display, backed by authoritative advice.

Accessories boom time

Reflecting changing fashions in hair styles, roller sales have made enormous progress over the past year. One manufacturer put the 1974 total 35 per cent higher than 1973 and says that the market is still increasing—the first three or four months of this year are 50 per cent up on the 1973 equivalent. Small size rollers outsell the large by a big margin, especially in brush and foam, but sales of the larger sizes are on the increase, again probably following the fashion trends. The hair ornaments market is said by a leading manufacturer to have steadied, but overall the accessories market is holding up and the industry is continually adding new items and ideas to its ranges to tempt the consumer.

Range success

Initial demand for additions to the hair brush range this year was 300 per cent higher than estimated, say Newey Goodman Ltd, Robin Hood Lane, Hall



Which Twin has the Toni?
(The answer follows)

One Perm was expensive ... the Toni only 16/3

Beautiful, deep, graceful waves—no smooth, so natural-looking. And we know it is so good because a Toni Perm is a Toni Perm.

1. Roll your hair in Toni curlers. Then on Toni Cream Lotion in one go. If you like, use a brush to help you roll the hair curls.

2. Tie a net or towel around your head and leave Toni Cream Lotion to work its magic.

3. Shampoo and condition Toni hair properly. Then dry it in your favourite hair style.

You Toni Perm is in—just the way you want it!

Now with any kind of hair that will take a perm—your grey, dyed, bleached or even too thin, and you Toni will see just as long as the more expensive perm.

Which Twin has the Toni?

Solomon McWhorter, the twin on the right, the Toni. "I like a loose, natural-looking wave," remarks Solomon, "and Toni gave me just the amount of curl I wanted." And just think of the saving in time and money.

Remember! The De Lure Ki, contains a water-soluble plastic, which can be used over and over again with the Toni. Refill kit—costing only 11/3!

GIVE YOURSELF A LOVELY Toni HOME PERMANENT the creme cold wave

16/3

REGAL KIT 16/3
A PRODUCT OF THE LATE PERMATION OF GILLETTE

Then & now

In times of rocketing prices it is encouraging to find a product that has hardly risen in price for more than 25 years. At 62p a Toni home perm kit costs only 6p more now than it did in the famous Toni Twins days of the late 1940's when a refill kit, without the perm curlers, sold at 11s 3d (around 56p). There have been product improvements, too, with the introduction of a ready mixed neutraliser in a plastic applicator bottle. One of these advertisements features in the current exhibition of British advertising arranged by the Incorporated Society of British Advertisers. It is open at Reed House, Piccadilly, London W1, until June 6.

Green, Birmingham 28. The brushes are nylon bristle, in radial and semi-radial forms and a variety of colours, and production has been stepped up to meet the demand. They complete a brush range which includes small and large brushing out brushes and radial and semi-radial quill brushes.

Newey launched in March their first rollers to be supplied in completely new blister packs. Comba-rollers are the first of Newey's large range to be packaged in this way—providing visual impact, attractiveness and greater visibility benefits both retailer and customer, with the added advantage that the fully automated manufacturing process keeps down costs. Blister packs will be applied progressively to other rollers in the Newey range.

Since the introduction of the original Kirbigrip, Newey say they have continued to hold a significant market share in

continued on p18

Lady Jayne franchised chemist distributors.

The following are Franchised Distributors for the supply of Lady Jayne Merchandising Units and complete range of hair care products.

England & Wales:

D. J. Britton (Bristol) Ltd.,
8, Roman Road,
Easton, Bristol BS5 6DH.

C. R. Crosskill & Sons Ltd.,
Calvert Works,
Norwich, Norfolk NOR 79K.

C. W. S. Limited,
Handforth Road,
Handforth, Wilmslow,
Cheshire.

E. Davids & Co., Ltd.,
378, Essex Road,
London N.1.

Easteourt Associates,
95/97, Northmoor Road,
Manchester 12.

Havards of Skegness,
160/164, Drummond Road,
Skegness,
Lines PE25 3NS.

Maeton (South Wales) Ltd.,
Unit No. 8,
Glanylln Square,
Taffs Well, Cardiff.

George Mitchell & Co., Ltd.,
80, Elswick Road,
Newcastle-On-Tyne NE4 6JJ.

Muir of Nottingham,
8/10, Easthorpe Street,
Ruddington, Notts.

Murray & Sons,
Speedwell Close,
Chandlers Ford Ind. Estate,
Eastleigh, Hants. SO5 3YN.

Dennis E. Riehes,
29/31, Malvern Road,
Hornchurch, Essex.

Rotherham & Company,
214, Aleester Road South,
Kings Heath,
Birmingham 14.

Sherlock Bros. Ltd.,
355/357, City Road,
London E.C.1.

A. L. Simpkin & Co., Ltd.,
3, Hunter Road,
Hillsborough,
Sheffield S6 4LD.

Supervite (London) Ltd.,
Second Floor,
Unit 5,
25, Lattimore Road,
St. Albans, Herts.

Uniehem Limited,
Crown House,
Morden, Surrey.

Vernon Powell Limited,
Verona House,
54, Selsdon Road,
South Croydon, Surrey.

Wains of Tunbridge Wells,
Culverden Square,
St. Johns, Tunbridge Wells,
Kent.

Western Trading Co.,
32A, Allenbank Crescent,
Off Whitechurch Road,
Cardiff.

Williamson & Co.,
(Cornwall) Ltd.,
Redruth, Cornwall.

Scotland:

Aberdeen Chemists Sundries,
17, St. Nicholas Street,
Aberdeen.

Wm. Davidson Limited,
West Tullos Ind. Estate,
Aberdeen AB9 8BE.

Fernan (Sundries) Limited,
Springkerse Estate,
Cunningham Road,
Stirling.

Jan-Kraft,
87, Candleriggs,
Glasgow C1.

Wm. Knotts (Ayr) Ltd.,
1, Carriek Road, Ayr.

Hugh Reynolds
(Chemist Sundries) Ltd.,
10, Whitehouse Loan,
Edinburgh EH9 1AX.

Northern Ireland:

S. Haydock Limited,
Jennymount Estate,
19/25, North Derby Street,
York Road,
Belfast BT15 3HR.

D. L. Kirkpatrick & Son Ltd.,
246B, Newtownards Road,
Belfast 5.

H. Mitchell & Co., Ltd.,
Boucher Road, Belfast.

Lady Jayne

Lady Jayne Hair Fashion Aids
products of
LAUGHTON & SONS LTD.,
Warstock Road,
Birmingham B14 4RT.

Accessories

continued from p16

hairgrips—a major hair accessory now selling in greater quantities than ever—and with continuing technological and packaging development, the company anticipates retaining its leading position in the British market.

Launch goes well

Following successful test marketing in the south-west and north-west, Boma Products report that their national launch is producing good sales, particularly in Scotland and holiday areas, and that their share of the rollers market is increasing. With a hair ornament range said to be cheaper than that of competitors Boma believe they are exploiting a gap in the market.

Guess the length—and win

Laughton & Sons report that they have received a "tremendous response" to their competition open to stockists of Lady Jayne products. In return for a coupon (see latest advertisement in this Supplement) company will send an entry form for the competition which offers as its prize £100-worth of petrol.

The competition asks how many miles of material the company used in



A brush for the smallest handbag—a recent addition to the Lady Jayne range by Laughton

manufacturing their products in 1974, including the nylon monofilament used in hair brushes and the braided elastic used in pony tail bands and bobbles. It also asks what distances would be covered if the company's output of brush rollers and of curl clips were each laid end to end. The entrant has to tick one of four possible answers to each question.

Entries should be with Laughtons by May 31 and the first correct one opened will win the prize of petrol from their local garage.

Out with perm

Expansion of sales of Teeda hair straightener has demonstrated the need for a product of this type and its effectiveness say Kirby Pharmaceuticals, Mildenhall, Bury St Edmunds, Suffolk. National advertising is being continued in women's magazines, majoring on the 15-26 age group. Teeda takes a perm out of hair in an hour with use of only a comb and is of particular value to those who are left with "Afro" styles beyond their popularity and those with naturally curly hair who prefer a smooth style.

New aerosols

Bellair Cosmetics Ltd, New Road, Winsford, Cheshire CW7 2NX, have introduced new aerosol packs of Estolan conditioning cream rinse and of Estolan balsam, both described by the manufacturers as first in their field. Estolan is said to restore natural oils to hard-to-manage hair.

Brush bonus

During May and June, G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB, are offering 20 per cent off trade prices on their Stimulus (rubber cushion) and Twirl (all round) hair brushes. Unichem members may obtain the bonus through depot managers or representatives.

Beautisales

We're good for business.

Jochem's Hormone Hair Preparation
170cc

£8.04 per dozen + VAT
Retail price £1.09 each

**Gill's Medicated
Dandruff Remover Shampoo**
75cc

£1.68 per dozen + VAT
Retail price 22p each

Gill's Grey-Go Hair Lotion
75cc

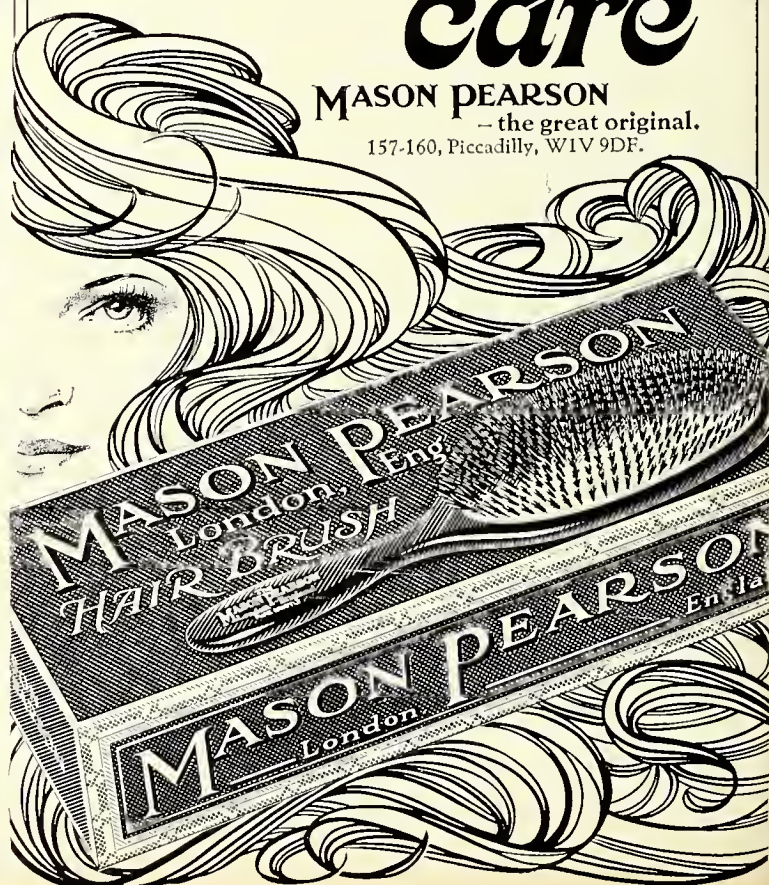
£3.36 per dozen + VAT
Retail price 48p each

Obtainable from your local wholesaler
or direct from:

Beautisales Ltd
35 Old Bond Street, London W1X 4JH.
Tel: 01-493 2565/6.

For hair care

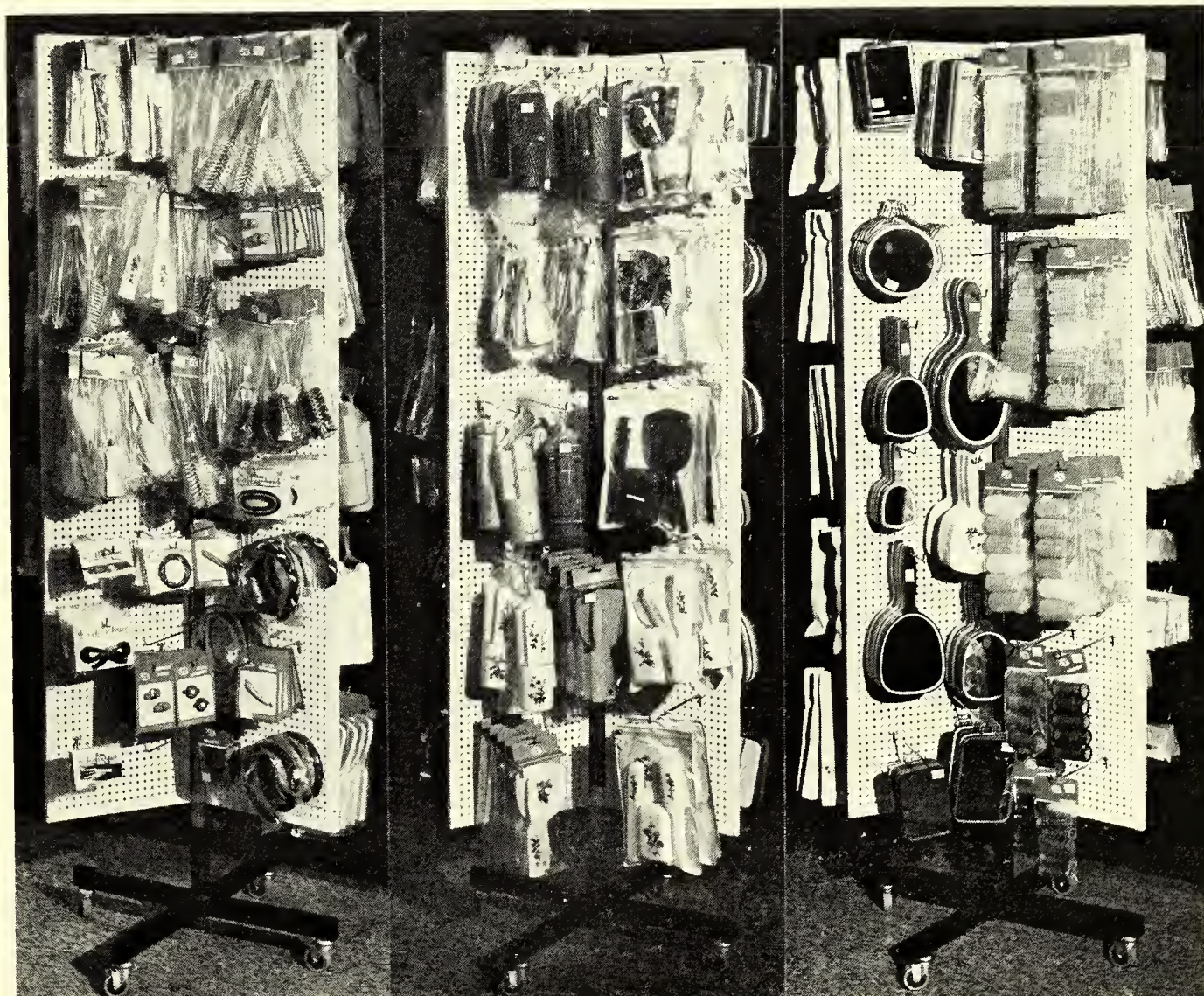
MASON PEARSON
— the great original.
157-160, Piccadilly, W1V 9DF.



ZWINGEL Rotating Floor Stands

The complete answer to your display problems

They allow you to show off ALL ZWINGEL products with their maximum decor and what's more, increase your profitability per sq. ft.



Sides 1/2

Sides 3/4

Sides 5/6

Zwingel Products—the name synonymous with German quality include:—

- ★ Plain/magnifying cosmetic mirrors combined with cotton wool holders or cosmetic boxes.
- ★ Curl styling and pocket brushes. ★ Toilet travel sets. ★ Gift sets. ★ Curlers & hair ornaments.

For full details, complete and post this coupon

Name _____

Address _____

Sole U.K. Distributors: **BOMA PRODUCTS & COMPANY**

28 Paris Avenue, Newcastle, Staffs. ST5 2RQ

Tel: 0782-617797

The Philips Hood Hairdrier. You'll be surprised at the results it can give.



During the last two years, more than 800,000 hood hairdriers have been sold.

A figure you might not be familiar with.

But when you consider the number of women who style their hair with rollers, it's only natural.

After all, to get the best hairstyle you have to own the best hairdrier.

And so they choose ours.

It's very light and easy to use. It gives fast, even drying. With a very 'professional' finish.

And more important, it gives them the best value for money.

This year, we expect things to go just as well.

So make sure you stock more than a few.

That way, your sales figures won't catch you by surprise.

Suggested selling prices: 'Comfort' collapsible hood hairdrier £9.81 (Inc. VAT). 'Comfort Special' collapsible hood hairdrier £11.77 (Inc. VAT).



PHILIPS

Simply years ahead.

